

SEVA SOURABHA – COMMUNITY ENGAGEMENT BY KRISTU JAYANTI SCHOOL OF MANAGEMENT

In an inspiring step towards bridging societal gaps, the School of Management at Kristu Jayanti College organised Seva Sourabha, a community engagement programme aimed at nurturing empathy, compassion, and a sense of social responsibility among its MBA students. The programme sought to expose students to the realities of slum life, fostering a deeper understanding of the socio-economic challenges faced by underprivileged communities. Through direct engagement, students gained insights into pressing issues such as poverty, inadequate infrastructure, healthcare challenges, limited educational opportunities, and lack of stable employment.

A total of 168 MBA students, accompanied by three faculty coordinators, visited nine locations, each representing diverse demographic and socio-economic conditions. Over three hours, they conducted surveys using a meticulously designed 30-question questionnaire. These questions explored critical aspects such as housing conditions, sanitation, healthcare, education, income, and access to government welfare schemes.

Seva Sourabha provided students with a unique opportunity to apply their academic knowledge to real-life challenges, fostering a sense of responsibility and empathy. By engaging with vulnerable communities, they were encouraged to contribute innovative ideas and projects aimed at improving living standards. This initiative not only enriched students' understanding but also highlighted the power of collective efforts in driving meaningful societal change.

The survey illuminated the stark divide between Bangalore's gleaming urban landscape and the grim realities of its underprivileged communities. It underscored

the urgent need for collaborative efforts by individuals, institutions, and the government to uplift marginalised populations. Creating employment opportunities, promoting skill development, and improving access to education and welfare programmes are essential steps to break the cycle of poverty. As one student aptly noted, "Helping one person might not change the whole world, but it could change the world for one person."

The Seva Sourabha initiative stands as a testament to Kristu Jayanti College's commitment to shaping socially conscious leaders of tomorrow.

