

Kristu Jayanti School of Management organized Rural Exposure Programme

The first-year MBA students of Kristu Jayanti School of Management, Bengaluru underwent a two-day Rural Exposure Programme, Gramasamvedhitha 2K18 at Kesregare village, Kolar district on 14th and 15th August. The rural camp that encompassed two batches of MBA students and six faculties was part of



the MBA curriculum. On the first day, the students took a tour of the village by cleaning its surroundings as part of Swaach Bharat initiative. Students conducted a social awareness campaign and an awareness programme on career opportunities for the Higher Secondary School

students of the village. They also conducted various indoor and outdoor games like clay modelling, throw ball, volley ball, football, etc., and encouraged both the primary and the high school students. Students undertook a socio economic survey collecting data from almost 100 houses in the village. Their surveys intended to expose the students to the various socio-economic issues that are prevalent in the village. Independence Day was celebrated the next day with the students and the villagers by organizing elocution competition and by conducting a march in remembrance of the freedom fighters & their sacrifices. Students of Kristu Jayanti School of Management also performed various cultural programmes and distributed prizes to the winners of the sports competition. Gramasamvedhitha 2K18 was a real eye opener for the students of Kristu Jayanti School of Management with a unique and unforgettable experience in the Rural India.