

# Business Standard November 29, 2024

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CAMPUS TALK

BS PROMOTIONS

## **KRISTU JAYANTI SCHOOL OF MANAGEMENT SUCCESSFULLY ORGANISES RURAL IMMERSION PROGRAMME**

The School of Management at Kristu Jayanti College organised a highly impactful two-day Rural Immersion Programme aimed at bridging the gap between academia and rural development which is part of the MBA curriculum. The programme provided students with an opportunity to engage directly with rural communities, fostering meaningful contributions towards regional progress while gaining academic credits.

The programme, tailored for first-trimester management students, involved a series of hands-on activities designed to enhance their understanding of rural dynamics. Students conducted retail surveys with local businessmen, facilitated awareness campaigns, and organised various interactive sessions, including training modules, assessments, and street plays. These activities took place at seven schools across rural Karnataka.

This initiative underscores the college's commitment to academic excellence and social impact by blending classroom learning with real-world experiences.

Through their active involvement in rural markets and interactions with local communities, students strengthened the relationship between urban educational institutions and rural stakeholders. This enriching experience not only equipped students with practical insights into rural economies but also laid the groundwork for potential future collaborations.

The Rural Immersion Programme reaffirmed Kristu Jayanti College's dedication to fostering holistic development among its students, preparing them to become change-makers in society.

