



KCT Business School | February 2021

Social Immersion Project

Introduction

At KCT Business School, Social Immersion Programs are designed to have some measured impact on any number of factors, primarily cognitive and emotional. This year due to Pandemic the students were given two options, to do a field project or to do an Offline project. Pandemic does not stop the students from taking up the project.

By working alongside community leaders and sharing their stories, students learn about themselves and the world. Short term immersion programs present multiple opportunities for growth and learning beyond the classroom environment. Students find Immersion Projects to be exciting and powerful educational experiences.

The SIP was introduced 5 years back into the curriculum of the MBA program and students have had life-changing experiences. Students greater identified with becoming more competent in understanding the diversity of the society and their responses to the challenges. The students' insights demonstrate an understanding of the importance of continuous self-reflection and its relation to external contributions to society. The SIP also had a direct impact on students in strengthening the relationships between students, problem-solving and networking skills. For many students it was, an important developmental milestone is in understanding a larger world of social responsibilities and reflecting on one's place in it.

Objective of SIP:

- To sensitize students on civic and community issues.
- To enhance their interpersonal skills and work as a team.
- To understand the problems of marginalized community and enhance their status through capacity building.

Scope of the Project – SIP'21

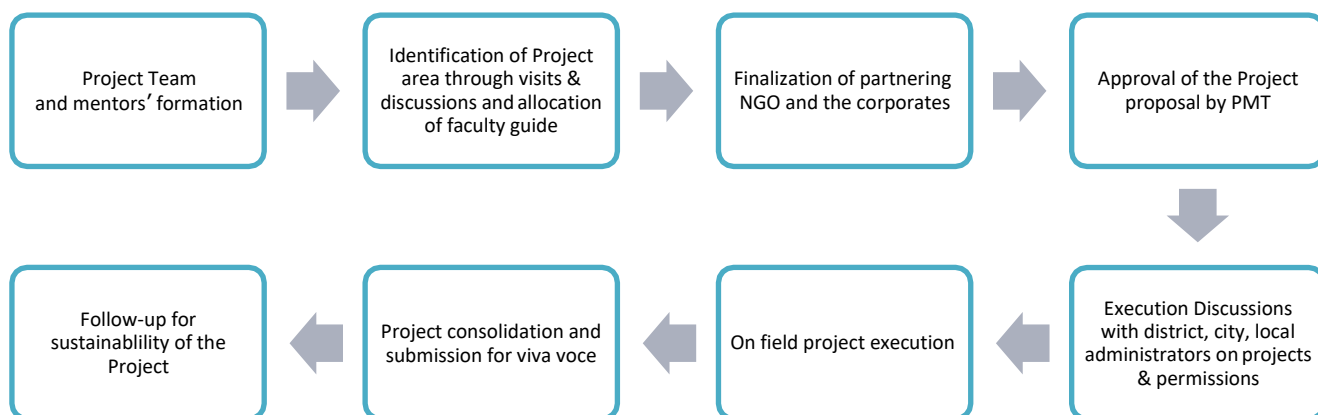
The Social Immersion project was carried out during the IV semester (FEBRUARY 2021). The project carries 3 credits. KCT Business School is a signatory Principles of Responsible Management Education (PRME) - an initiative that is the first organized relationship between the United Nations and business schools, with the PRME Secretariat housed in the UN Global Compact Office, which launched at the 2007 UN Global Compact Leaders' Summit in Geneva.

PRME promotes the heart of UN's "Agenda 2030" are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs are relevant for business schools as they can influence students with responsible and sustainable business practices. This influence shapes tomorrow's business leaders and society. Hence it was decided by the Course Committee that in 2016 the student's engagement will focus on the 17 SDG.



These SDGs were linked with the *Saansad Adarsh Gram Yojana* given by the Ministry of Rural Development, Government of India, to actualize the dreams of Rural India. The Yojana aims to empower the villagers to make choices and provide them with opportunities to exercise those choices. The Scheme will give direction and our ingenious villagers will pave their path through their hard work and entrepreneurial skills.

Social Immersion Project Planning



Social Immersion Project - May 2021								
UN- Sustainable Development Goals								
S. No	UN Sustainability Global Goals	Project Theme	Area	NGO partner	Contact person	Contact details	No. Beneficiaries	Project Guide
1	Goal 3: Good Health and Well-being	Pollution reduction for greener environment	Karumathampatti	Universal Peace Foundation	Muthu	9965520385; upf.cbe@gmail.com	365 people	Dr. Shripria
2	Goal 3: Good Health and Well-being	Growth strategies of Khadi retail outlets and improvisation of sale of the Khadi products	Coimbatore	Tamilnadu Sarvodya Sangam	Senthilnathan	tnsstpr@gmail.com; 9790553344	Employees of Khadi institutions	Dr. Jaisankar
3	Goal 3: Good Health and Well-being	Creating awareness on adapting organic farming practices in urban households.	Coimbatore, Trivandrum, Dindigul, Salem, Erode	OISCA	Srinivasan R	9498009763; kovaioisca@gmail.com	57 Urban household	Dr. Poongodi
4	Goal 3: Good Health and Well-being, Goal 13: Climate Action, Goal 15: Life on Land	To make the environment clean and plant more saplings for the welfare of the soil and to make the place of living more greener and healthier	Pappampatti	Sigaram Foundation	Vishwa	9894544778; sigaramvishwa@gmail.com		Dr. Nedunchezhian
5	Goal 3: Good Health and Well-being	Fundraising through digital campaigns for sponsoring Covid kit to the students associated with NMCT	Kalappanaickenpalayam	Native Medicare Charitable Trust	Gowtham	0422-2402735; Gowthamnmt@gmail.com	24 students	Dr. Latha

6	Goal 4: Quality Education	Initiating a Library in a Rural school	Tirupur and Coimbatore	Magizhagam Social Welfare Organisation	Dhavane sh Kathirvel	6384998126; https://magizhagam-social-studentsfare.business.site/	200 books collected	Dr. RVS
7	Goal 4: Quality Education	Educating students	Sathyamangalam	Sri Ramakrishna Kudil	Vinoth	8940888307; http://www.sriramakrishnakudil.com/	40 students	Dr. Mohana mani
8	Goal 4: Quality Education	Soft Skill Development for underprivileged children	Pannimadai	BNM – TSK Trust	Deepa K	7639180055	20 underprivileged children	Dr. Mohana mani
9	Goal 4: Quality Education	Educating unprivileged students from Coimbatore.	Coimbatore	Sigaram Foundation	Vishwanathan	9894544778; www.sigaramfoundation.org	30 students	Mr. Sanjiv
10	Goal 4: Quality Education	Setting up a library for the corporate Middle school which accommodates students from class 1 – 5 located at Mettupalayam	Mettupalayam	ARC Foundation	Aparna	9943951411; thearcfoundationindia@gmail.com	150 school students	Dr. Latha
11	Goal 4: Quality Education	To provide online educational resources for the growth and benefit of the rural children in Saraswathi Vidyalaya	Maharashtra	Jankalyan Multipurpose Education Society	Varun	hr@jankalyantrustindia.org	200 children	Dr. Sangeetha
12	Goal 5: Gender Equality	Tribal women empowerment	Kovai Courtallam	OSAI Environmental Organization	Dr. K. Kalidasan	9486139224	15 women	Dr. Shripria
13	Goal 5: Gender Equality	Skill development and initiate a self defense program	Nava India	Liferay Foundation	Aishwarya	9842805353; foundationliferay@gmail.com	5 families of disabled women	Dr. Jaisankar
14	Goal 5: Gender Equality	Achieve gender equality and	Coimbatore	Rotary Club	Elango	9443020487; rotarystudentsst@gmail.com	195 girl children	Mr. Vivekraj

		empower all women and girls						
15	Goal 5: Gender Equality	Inculcating the importance of education into the minds of tribal students	Sathyamangalam	Sudar Organisation	Natarajan S. V	9994277404	22 Tribal children	Dr. Nedunchian
16	Goal 5: Gender Equality	Achieve gender equality and empower all girl children through "Sukanya Samriddhi Yojna"	Anaikatti	Sharp Knitt Embroidery	Sasikala Devi	9843012027	85 parents of girl children	Dr. Deepa
17	Goal 6: Clean water and sanitation	To create a sustainable model to help the people in orphanage to improve the quality of life	Peelamedu	Aravanailum Aabu Illam	Mohanraj Moses	9751883882	45 members	Ms. Madhumathy
18	Goal 8: Decent Work and Economic Growth	Skill Development Program for the Weaker Section	Kovai Kuttralam	OSAI Environmental Organization	Dr. K. Kalidasan	9486139224	60 villagers	Dr. Susana
19	Goal 8: Decent Work and Economic Growth.	Women Empowerment	Vadavalli	Ramasammy Chinnammal Charitable Trust	Saraswathy	0422-2423074	250 women	Mr. Vivekraj
20	Goal 9: Industry, Innovation and Infrastructure.	Promotion of Small-scale restaurants in Coimbatore	Coimbatore	Yugam (Kumaraguru College of Technology)	CibiKarthik	cibi.17tt@kct.ac.in	80-100 restaurants	Dr. Susana
21	Goal 9: Industry, Innovation and Infrastructure, Goal 4: Quality Education	Renovating the rural health care centre in Pongalur village	Pongalur village	Pongalur Panchayath	Vimala Selvam	9965653606	280-380 villagers	Ms. Madhumathy

22	Goal 10: Reduced inequalities	Welfare to the Intellectually Disabled.	Namakkal	Elim Charitable Trust	Dharmaraj	9443250167; elrecem@yahoo.com	5 members	Mr. Sanjiv
23	Goal 13: Climate Action	Greener Covai through plantation	Coimbatore	COSMAFAN		9942492363; cosmahan@gmail.com	984 people	Dr. Deepa
24	Goal 15: Life on Land	Tree Planting and creating awareness about importance of trees for the people.	Thanjavur	Thanjavur Rotary Club	Veerapandiyan	9787246663; veerapandiyan.mech@gmail.com	Farmers of 3 villages	Dr. Kannan
25	Goal 15: Life on Land	Kitchen gardening	Irugur	UISW Studentsfare trust	Vivek	8300850078; uiswstudentsfaretrust@gmail.com	60-80 people	Dr. Kannan
26	Goal 15: Life on Land	To control the pollution and minimize the dust emission from the ACC plant	Madukkarai	Acc Cements Ltd.	Padmavathy	padmavathi.gurunathan@acclimited.com		Dr. Sangeetha

Social Immersion Project Implementation Details

1. Pollution reduction for greener environment

SIP Students Team: DEVADHARSHINI C H [19MBA007], GUHAN R[19MBA032], DHANUSHMATHI R [19MBA118], NITHIN SRINIVAS K P[19MBA119], GOPIKA G S [19MBA120] & RAJITH R [19MBA157]

The Project was based on UN Sustainable Development Goal 3 & 15, Good health and wellbeing & Life on land, the aim objective of the project is to reduce pollution in the immediate surroundings and to make the place of living more greener and healthier by terrace gardening.

The NGO Universal Peace Foundation has 365 members who are completely dependent on the NGO. With the concept of terrace gardening, people in the NGO could manage 80% of their basic food needs and also, at the time price hike of the vegetables, the terrace gardening and vegetables from the terrace can help them by fulfilling their needs. The households providing terrace gardening will also get benefited by having less heat transferred to the roof from the terrace. About 6-8 degrees Celsius of temperature will be reduced. Overall, with this type of gardening, the fresh air can be experienced by the people in and around the house. The project is highly sustainable and serves food for the people in the NGO every year. And we had also made the idea of planting seedlings of the same kind like 100 tomato plants, 150 ladies finger plants this ensures they get adequate quantity for their meal. Since plants are highly sustainable as they provide us with a variety of environmental, social and economic benefits.

2. Growth strategies of Khadi retail outlets and improvisation of sale of the Khadi products

SIP Students Team: Abish- 19MBA003 , Aravind Jose – 19MBA019 , Dharani – 19MBA045, Divya Lakshmi – 19MBA057
Priya Dharshini – 19MBA086, Dharshan – 19MBA137

The Project was aimed at the growth strategies for Khadi retail outlets and improvisation of the Khadi products and suggest them a product and a marketing plan for the same. The beneficiaries of the project were Employees of Khadi institutions located in various districts of Tamil Nadu. To conduct a survey on the products manufactured in villages and sold at Khadi Outlets in city centers was the aim. The objectives of the project were to identify the low selling and high selling Khadi Products and to demonstrate and educate the village entrepreneurs to add a new product on their product line and to educate about a new product (Flowerpot).

The partnering bodies is Tamilnadu Sarvodya Sangam, Coimbatore Head office, Mr Senthilnathan, Secretary, TNSS, Tirupur. The problems addressed through the project was less awareness for Khadi products and a Marketing plan to improve the sales of products sold. The deliverables of the project were, the team developed a marketing plan – promotion strategies created awareness about a new product (Flowerpot) and taught them how to make a product and sell in the market to earn money.

3. Creating awareness on adapting organic farming practices in urban households.

SIP Students Team: Devi M(19MBA144), Dinesh G(19MBA123), Haritha K(19MBA075), Maha Nandhini P(19MBA098),
Pragya Varshini B(19MBA064), Chipichakkaravarthy R(19MBA090)

Sustainable Development Goal 3, regarding "Good Health and well-being", is one of the 17 Sustainable Development Goals established by the United Nations in 2015. The official wording is: "To ensure healthy lives and promote the well-being for all at all ages." The targets are to cover and focus on various aspects of healthy living and a healthy lifestyle. Good health is essential to sustainable development. And ensuring healthy lives and promoting wellbeing for all at all ages is important for building prosperous societies. The main goal of the project is to bring in the desire to create and care for a garden in the first place and ignite the idea of networking with other participants and building social relationships. This increases more opportunities to inspire and be inspired, foster a greater sense of joy in gardening, encourages a chain reaction of sharing, and connects people together. Therefore, good social support and larger social connections lead to more sustainable results. In addition, it also changes the way participants view gardening from an activity that was once a solitary, unwanted task (because of one not having enough time, lack of space, and unawareness) to a positive, community effort that is rewarding and that would eventually be shared with either future generations within the family or with another family.

Additionally, the health benefits of kitchen gardening are imparted. Such as, kitchen gardening helps in eating more fresh fruits and vegetables. Participants can decide what kinds of fertilizers and pesticides come in contact with their food. They can also control when to harvest their food. Vegetables that are harvested in the garden have more nutrient value than the shop brought vegetables that were picked early. Kitchen Gardening, therefore, is an apt metaphor for patience. An activity that demands tremendous toil and endurance; most importantly, an implicit faith that there'll be tomorrow.



4.To make the environment clean and plant more saplings for the Welfare of the soil and to make the place of living more greener and healthier

SIP Students Team: Divya S(19MBA055), Shabana Farheen(19 MBA062), Pratheepa S(19MBA114) Prithiviran Pallavarayer S (19 MBA116), Santhosh Kumar G J(19 MBA147), Resmi KR (19 MBA167),Rangeeshwaran K(19 MBA168)

Trees are the souls of our Nature. Through SIP , students planted sapling and made the area more greener and healthier. The project was carried out in Nadupalayam Pirivu , students met Mr.Vishwa (Founder) of Sigaram Foundation and had learned about the start of the NGO, their functioning and activities. Students were shown the potential places alongside the road where the new plant saplings can have a future. Then students are given the tools to cut the shrubs and remove . Head pan, spade are used to remove the unwanted weeds and clean the land. The area was little dry and harsh , so the shrubs were smaller too. Students group was involved in cutting the grass, shrubs , collected them and dumped them to make the grass and shrub into a manure. The area was cleaned and the digging was done and the area was ready for planting tree saplings. The NGO gave the suitable samplings that will grow in that soil. Students planted some natural tree samplings such as neem trees, bullet wood trees. Students planted 50 tree samplings on that day around the area. Students planted different kinds of tree saplings which is suitable for that area. The student group also created awareness to the local public about planting sapling and the advantages of having trees around their house.



5. Fundraising through digital campaigns for sponsoring Covid kit to the students associated with NMCT

SIP Students Team: Raj Kumar T 19MBA076, Praveen T P 19MBA125, Pravin Kumar K 19MBA129, Rajesh V 19MBA132, Monish Raj S 19MBA133, Sanjeev Kanna G 19MBA145

Social Immersion project with an NGO “Native Medicare Charitable Trust (NMCT)”, where the students worked on creating maximum impact in the areas of Health interventions and Livelihood generation. The team has taken an effort and worked on achieving UN goal 3 which focus on good health and wellbeing. The objectives set by the team was to raise funds through digital campaigns for sponsoring Covid kit to the students and to create & execute an awareness campaign on a social media platform for the benefit of the general public on hygiene practices and preventive measures to be followed to control the spread of Covid – 19.

Another aim was to educate NGOs on digital marketing skills. The team conducted many online sessions to train the NGO staff on the application and benefit of moving digital for fundraising. SEO, SEM and email marketing are a few contents discussed with the NGO team as a part of the SIP project. The team further conducted many campaigns in online mode for raising funds, which was used for purchasing the covid KIT. The team further created a video to create awareness on the safety and hygiene practices to be followed to control the spread of Covid which was promoted through YouTube for public awareness.



6. Initiating a Library in a Rural school

SIP Students Team: Deepak G (19MBA126), Sneha S (19MBA069), Midhun S (19MBA070), Samudra Christina Fiona J (19MBA078), Vergin Iruthaya Preethi S (19MBA072), Dinesh Kumar K (19MBA130)

As a part of SIP, a group of student’s teams were involved in Library Set up in Rural School. The Sip Team visited various schools and then made a study, based on the initial study, they identified schools for which library set up was unavailable. The objective of the project was to help the students of rural areas with valuable books and insightful materials. And to inculcate the book reading practice to kick start the creative quotient of the young minds.

To make this grow as a brand aspect in future to increase the lineup of beneficiaries. And to conduct a reading practice session and storytelling session to engage with the students efficiently. MAGIZHAGAM SOCIAL WELFARE ORGANISATION was the NGO that helped in achieving the Objective.

7. Educating students

SIP Student team: Sanjayan.J (19MBA170), Chandhini Xavier (19MBA160), Nickiith. N(19MBA162), Gurukanishkaa.R(19MBA152), Madhumithaa. S S(19MBA163), Tharun.N(19MBA151)

Tying up with Sri Ramakrishna Kudil, a team of students with the theme of educating all students, under Goal No. 4, arranged for a resource person Mr Kesavamoorthy who can coach the students for the NMMS scholarship exam. There are 40 students in Sri Ramakrishna Kudil. A scholarship is given to economically weaker and talented students to pursue their dream careers. To get this NMMS scholarship, they have to pass those examinations and they need proper coaching for it. The team of students with Mr Kesavamoorthy, taught the students about soft skills, how to work in MS excel, C programming and provided insights about government jobs after completing 12th grade and guided the 11th and 12th students about the UG courses available according to their interest. This project is sustainable as coaching for the scholarship exams will be given by the faculty every Saturday and Sunday regularly until they appear for those exams. Learning materials are given to them as a soft copy which will be helpful for their future reference. The awareness given will help them to choose the right path in their education which will be useful in their life. Further, these students will help the future students in that orphanage by sharing their knowledge and the chain continues. So, this project will not only impact these 40 students it will be helpful even to the upcoming students too.



8.Soft Skill Development for underprivileged children

SIP Students Team: Daisy Priyanka G [19MBA074], Aishwarya S [19MBA091], Praveen M N [19MBA092], Karthika S [19MBA096], Dhanush M [19MBA138] & Keerthika P [19MBA140]

To provide Quality Education as per UN Goal 4, the team focused on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for poor kids. It is associated with an NGO to serve the Beneficiaries – 20 Underprivileged, Rural and poor children of age 11 to 14 years, who resides in Pannimadai village, Coimbatore North, Tamil Nadu. Under the guidance of a Soft Skills Trainer – Mr Sivakumar S, they trained the kids on the soft skills aspects like Goal setting, Teamwork, Leadership, Time management, Motivation, Memory building, Coordination, Clear Communication and also emphasized being Responsible citizens and to adapt hygiene habits. In this way, the team has

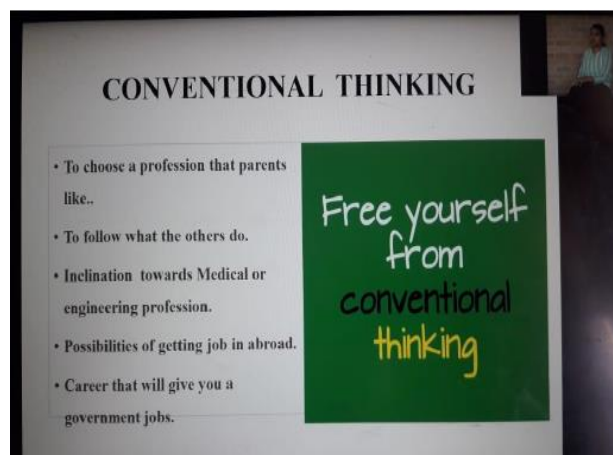
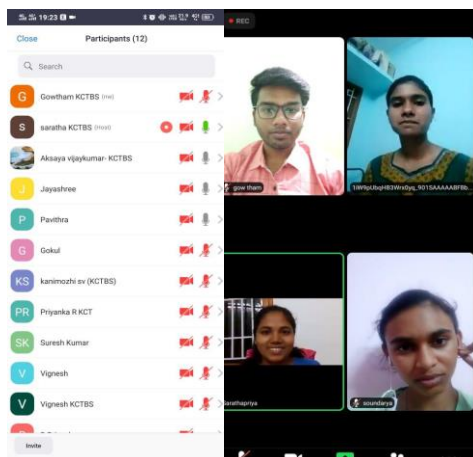
contributed to society by providing equitable education for rural, poor and underprivileged children in honing their soft skills, which will be very necessary to adapt themselves in this real world.

The team with Mr Sivakumar S ensured the entire project impacted all the 20 kids. For sustainability, the Trainer will be ready to take sessions as on when the NGO needs and will always be there to support & guide kids throughout their life journey. Besides, a comparison of before and after outcome on the children's skills were taken through a questionnaire, where initially kids rated themselves low in soft skill aspects but at the end of the program, all rated themselves higher than the initial scores, which depict they understood all concepts taken. Thus, the project is sustainable, as the knowledge gained by the kids, will not only be helpful for now but also shape them throughout their life.

9.Educating unprivileged students from Coimbatore

SIP Students Team : Priyanka R (19MBA109), Kanimozhi S (19MBA166), Sarathapriya P (19MBA083), Gowtham.P (19MBA100), Aksaya V (19MBA052), Vignesh R (19MBA110)

Aiming at the UN goal of quality education, a Team of students from KCT Business School teamed up with Sigaram Foundation, Sigaram Foundation is known since 2002 for revitalizing the lives of orphans, war widows and differently-abled Tamil community members in Sri Lanka and Tamil Nadu by providing job training, and helping in agriculture and other small industry for self-sufficient sustained growth. They reached out to 30 students who completed grade 12 online with school students who registered with the foundation and also circulated online survey forms to engage nearby school students. As schools operate in online mode, this program was easier to reach the students. As an initial step to carry out the project, the team circulated a form to all the students in Coimbatore. After collecting details, the team contacted students through phone calls and daily sent a reminder about the sessions. Many students mainly from rural areas will not have much exposure to the career path and sessions like this may help them. Sigaram foundation who helped with the structure for leading the program was very useful. The team has given a good path for the students who come from every corner, from where to start their career to their doubt clarification session. Teaching some simple skills which would be required for them in college time as well. The students who participated in the session cooperated well and they carried it out in an interactive manner. Their doubts were clarified by the team with the help of NGO members. The project will be sustained by referrals from students their friends of friends and so on who is currently perusing 12th and help them to guide and achieve their career goal at each phase. Each year new batch of students will be guided by the NGO teams. The awareness given will help them to choose a Career path that will be useful in their life and this program helps the students to explore new opportunities as an individual that helps them in the future to choose their right path.



10.Setting up a library for the corporate Middle school

SIP Students Team: Swaminathan Alagappan (19MBA063), Keerthi Prasad B (19MBA043), Senthil karthikeyan R (19MBA018), Nikilesh P P (19MBA117), Gokul Praveen (19MBA165), Praveena T (19MBA127)

The ARC Foundation is an NGO working with the objective of simulating a responsible citizenry that will work towards the overall upliftment of society. The student team has taken effort and worked on achieving the UN goal 4 – “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. Setting up a library for the corporate Middle school which accommodates students from class 1 – 5 located at Mettupalayam is the major objective of this project. The staff members of ARC foundation have helped a lot defining the problem and role to work for a social cause. They helped in connecting the student’s team with the higher officials of corporate school. As part of this project, students have conducted campaigns in online and offline mode to raise the funds for purchasing Books and furniture and to receive Books from Book Donors. The campaign conducted in Whatsapp, LinkedIn, Facebook and Instagram have attracted more than 3000 viewers. As a team, students have generated almost Rs. 12,000 in which Rs 6700 is spent for procuring books and the remaining amount was invested in purchasing the furniture.

Also, the team has set up the mini library donated more than 250 books in the field of science, Fantasy, Science fiction, moral comics and poetry. The NGO and school authorities appreciated the students for their involvement and contribution.



11.To provide online educational resources for the growth and benefit of the rural children in Saraswathi Vidyalaya

SIP Students Team: Balaji Srivathsa (19MBA164), Reuben Kurien John (19MBA141), Asha Mathew (19MBA041), JeraldLawrence(19MBA081), Madhu Mitha S (19MBA099), Sanmathi Senthil (19MBA044)

Maharashtra is one of the states which has been highly and negatively impacted by COVID. Because of this education has also suffered greatly in the state. To provide online educational resources for the growth and benefit of the rural children in Saraswathi Vidyalaya school in Nagpur, the team has joined hands with Jankalyan Multipurpose Education Society. Also, the NGO aimed to address this specific problem through Project Prayaas. This project aimed to bring about digitization in the school Saraswati Vidyalaya and to ensure that they are equipped with the tools required for

online education. For this very reason, the NGO has managed to procure and donate 4 SMART TVs for online educational purposes. However, they lacked the required online educational resources to conduct online classes effectively. The student volunteer team managed to find and donate around 165 e-books as well as more than a hundred educational videos for the growth and benefit of the students. Furthermore, they managed to raise Rs. 4,000 within a week that helped in procuring offline educational resources such as bags, uniforms etc. for the children. The project is highly sustainable and has impacted the lives of 200 children. The NGO aims to procure additionally 4 more SMART TVs and therefore the work done will impact the lives of 500 students. As far as sustainability goes the project is highly sustainable as the team has managed to help transition the school to the realm of online education by equipping not just the students but also the teachers with the right educational resources to conduct online classes.



12.Tribal women empowerment

SIP Students Team : Ajith. T(19MBA009), Yogitaa.S(19MBA025), Bhuvanesh A.K(19MBA029), Nivethikaa. K(19MBA034), Gowtham. K(19MBA065), HariKrishna. V(19MBA071)

The theme of this project is Women Empowerment through Skill Development, especially in the tribal areas. The UN Goal focused on Gender Equality. For this social Immersion project, the team partnered with the 'OSAI' Organization. 'OSAI' is a non-governmental organization based in Coimbatore, India. The group is active since 2009 and works towards the conservation of the environment and wildlife. Through the Social Immersion Project, the team taught the skill of Silk thread bangle making to the tribal women had made scope for improving the financial conditions of women by helping them create revenue through taking up bangle making. The team had also taken a step to Create Women Entrepreneurs (who take up bangle making) in the tribal area which will also lead to women empowerment. The work directly benefits the 15 women who attended the program. It gives the women an opportunity to generate revenue, and this may lead to the financial independence of the women. It also benefits the families in the villages, as, income generation to women mean greater income for the households or families. Hence, this project may help in increasing

the overall economic condition of the families in the village. To purchase the materials like threads, plain bangles, stones, decorative items etc., to teach the tribal women bangle making, it cost around Rs.4000 which the team collected through crowdfunding. The team have made sure that the project is sustainable by putting in maximum effort. After teaching the bangle making and explaining to them everything from sourcing of materials to selling, they spoke with the elders and older women in the villages requesting them to encourage, motivate and help the women doing these types of businesses. The team clearly explained to them the economic impact which these businesses will bring to the life of women and the village as a whole. The team requested them to oversee the bangle making activities and encourage and insist the women carry on this continuously by reinvesting the amount realized after selling the bangles made. The elders in the village have promised us that the women will continue doing the bangle making. Hence, the team is sure that the project is sustainable, and it will help the tribal women in the long term. Apart from nurturing relationships, these projects gave a social perspective to students and to build managerial skills – planning, interpersonal, selling, financial and entrepreneurial skills.



13. Empower the disabled women in skill development and initiate a self-defense program

SIP Students Team: Shobika M -19MBA0502, Sowparnika R -19MBA1023, Monika A –19MBA1114, Vandana Prabhu V – 19MBA1125, Miruthula M –19MBA1316, Mahendran K S –19MBA169

The Goal of the project was Gender Equality with the theme Women Empowerment. Disabled women located in Nava India; Coimbatore were the beneficiaries. The objectives of the project were to empower the disabled women in entrepreneurial skill development, to educate, guide and support them to promote and sell the product for sustainability and to instigate self-defense program to the disabled women. The partnering body is an NGO; LIFERAY FOUNDATION. The problems addressed through the project for the identified community were lack of skill building courses for the disabled women and lack of self-defense programs among disabled women. Classes were conducted on self-defense, and skill building on handloom. Regular training was provided to the disabled women and taught the art of handlooms which in turn can be used as a tool for earning in future. The deliverables achieved on completion of the project were the disabled women bring empowered and invigorating the disabled women's entrepreneurial spirit.



14.Achieve gender equality and empower all women and girls

SIP Students Team: Lakshmi Prabha S (19MBA027), Aravind Kumar A (19MBA028), Deiva Prasad K (19MBA037), Dinakar S (19MBA051), Hariprasath (19MBA073) & Jaisri Sita C (19MBA077)



This Social immersion project is to create awareness about the Sukanya Samridhhi Yojana to the parents of girl children and make their account in Post Office. The UN SDG 5, to Achieve gender equality and empower all women and girls, was focused upon, along with Rotary Club. We were able to meet around 195 parents of girl children and explain the benefits of the scheme. The programme helps save for girl child's educational and other expenses in their future by opening SSY Account. Most of the parents were not aware of this scheme and they were enthusiastic to save up for their daughter's future. Under the scheme, an account can be opened for a maximum of two girl children in one family. If the first birth results in twin/triplets' girls, then more accounts cannot be opened in case of the second birth of a girl child. However, the third account can be opened for a girl child in a scenario of birth of twin girls as second birth or if the first birth itself is a triplet. The tangible outcome of the project is that we were able to convince most of the parents to open an SSY account for their children and awareness was created about the scheme and the importance of girl children's education was instilled. The Rotary club has a dedicated team that would collaborate with students or other organizations who are willing to contribute to society and do a timely visit to government schools and collect their data. And explain the benefits of the scheme and make them open SSY account for their children. The project is more sustainable since the scheme requires investors to keep investing an amount for a period until the girl attains 21 years. We have encouraged and motivated the parents of the children to continue investing until maturity so that they will benefit from the scheme completely.

15. Inculcating the importance of education into the minds of tribal students

SIP Students Team:GOBIKA S – 19MBA059, ARSHITHA A – 19MBA084, SWATHI N – 19MBA085 , RICHAA J –19MBA088, MUTHU KUMAR T – 19MBA094 , GOWTHAMAN B – 19MBA120, 7)SUNIL KUMAR R – 19MBA122

Students of KCT BS were a part of Tribal education for their Social Immersion Project, students joined hands with SUDAR – Service Unit for Development Activities in Rural. SUDAR was founded in 1997 as a registered non-profit organization under the Societies Act. The NGO SUDAR was involved in development activities for more than one and a half decades inaccessible, remote and unreachable hamlets in the Sathyamangalam forest region, in the Eastern Ghats by meeting the basic needs of the tribals and preserving their traditional socio-cultural life and values. SUDAR served the tribal population in Erode district covering one-third of Eastern Ghats.

The Objective of the Project was to identify suitable welfare and development programs for tribal as rural children to improve their livelihood. To implement the need-based and holistic, culturally sensitive, community centre, gender-balanced interventions. To establish an education system that is appropriate to tribal culture and environment. To promote, conservation of biodiversity and sustainable harvest of non-timber minor forest produces. To ensure livelihood security through sustainable agriculture, vocational training and value addition from the forest produces. To empower the tribal communities through Village Forest Committees and women's Self-help Groups.





16.Achieve gender equality and empower all girl children through “Sukanya Samriddhi Yojna”

SIP Students Team :Akshay siva chandran S (19MBA013) Gokul N (19MBA030) Pranaambika M (19MBA104) Sruti M S (19MBA148) Seenikokila M (19MBA161) Thirumoorthi raja R (19MBA176)

The students joined hands with Sharp Knitt Embroidery to educate the families in Anaikatti about the benefits of Sukanya Samriddhi Yojana. The company accepted to be our corporate partner and helped the team by providing the Sukanya Samridhi Yojana pamphlets required while also providing information about the Anaikatti area. The team travelled deep into the remote villages, which are not easy to locate. They also provided masks and sanitisers which is very important during this pandemic. The project benefitted around 30 families and children. This project is highly sustainable as it would help the current generation as well as the next generation to have a healthy life. By making them understand the scheme, the team also encouraged parents to send their girl children to schools and educate them.



17.To create a sustainable model to help the people in orphanage to improve the quality of life

SIP Students Team: Monisaa Tharani S K(19MBA180), Balasubramaniam S (19MBA135), Khishor M (19MBA172), Muthukumar R (19MBA001), Harini R (19MBA082)

A project was undertaken at Aravanailum Aabu Illam, an orphanage; in accordance with the UN SDG 6, clean water and sanitation. The water purifier they had in place earlier was completely damaged and rusted. In the orphanage, there are 45 people of which 35 children and 10 elder people. There were 15 males and 30 females. They had no funds and sponsors to get a new purifier. The students had an online fund collection process and with the help of the money, they contributed a product (purifier) to the orphanage. Before, the beneficiaries found it difficult to drink impure water which was also health threatening. They were waiting for a long time for this product. We gave them a new purifier and they found it useful and sustainable.



18.Skill Development Program for the Weaker Section

SIP Students Team: Arunthathi K[19MBA023], AbinayaR[19MBA024], Rathinaprabhu G[19MBA020], Vimal Nishanth L[19MBA022], Agan Kevin G[19MBA014], Manoraj M [19MBA010]& Abourvavasan S K [19MBA143]

The project is based on the Skill Development Program for the Weaker Section; UN Sustainable Development Goal 8 – “Decent Work and Economic Growth”. The beneficiary of the project is the Tribal Community at Kovai Kutralam, where 60 were the beneficiaries (Men, Women & Children). The Irular inhabit the northern districts of Tamil Nadu. A scheduled tribe, their population in this region is estimated at around 200,000 people. Irular hardly owns any assets and depend entirely on daily labour for survival. This puts them in a very vulnerable position. Any stoppage of daily income means that they are left stranded without anything to survive on. Objectives of the above project are to educate the population in the tribal area regarding small level businesses or jobs which they can take up to improve their livelihood and to improve the financial conditions of the people in the tribal area. The project also aims to carry on a skill development

program for the men and women in the tribal area and create entrepreneurs and educate the youth on making paper straws and plates which can be sold for tourists and other visitors. The team established a Standard Procedure for the Dream Catcher by demonstrating and training the people so that strategic responsibility is attained and educating them on the Market Segment and Target, without intermediaries in the local and domestic market. It promoted the ideology of apiculture to the farmers for the strategic betterment of cultivation, farmers and the environment and has aimed to maintain personal hygiene during menstruation for improving the quality of life. It is sustainable as the team, after teaching Apiculture, Dream Catcher and Paper Straws making, also provided their marketing ideas, spoke with the elders and old aged people in the villages requesting them to encourage, motivate and help the women doing these types of businesses. The team clearly explained to them the economic impact which these businesses will bring to the life of women and the village as a whole. The elders in the village have promised us that the people will continue doing all the above products.

19. Women Empowerment

SIP Students Team: Yabesh Clinton. S [19MBA036], Surya. V [19MBA038], Mohammed Ibrahim. M [19MBA060], Bharathkumar U.M. [19MBA061], Manikandan A.K. [19MBA103] & Vanisree. D [19MBA106]

The student's team to empower women entrepreneurs, teamed with Ramasammy Chinnammal Charitable Trust, an NGO, to make opportunities for rural people to start a business and also avail up to Rs.25 lakhs loan from banks with the help of EDII (Entrepreneurship Development Institute of India) without any surety. The participants were taught about market research and market penetration before venturing into the market right away. More than 5 camps were conducted across Coimbatore which includes Edayarpalayam, Kangeyampalayam, Kamarajapuram, Kenathukadavu, Madukarai, and at RCT trust. 250 women entrepreneurs were taught how to make different products and marketing basics which provides them with an opportunity to avail themselves loans. This Social Immersion Project focuses on Uplifting the rural population by providing hands-on skill training and by providing opportunities for creating own income and business. Women were also trained on food processing and preservation, new product development and were educated about government support available for business, and the qualified people from the training will be provided "MSDP" certification which will allow them to avail loans of up to Rs.25 Lakhs. The project is highly sustainable where women were encouraged to start a business venture of their own and were also trained on the preparation of bakery items, toiletries, snacks etc. Upon successful completion of training, an "MSDP" certificate would be provided to them, using which a small startup/ business venture can be set up by women with abidance from EDII and Government in various means especially under the circumstances of availing loan.



20. Promotion of Small-scale restaurants in Coimbatore

SIP Students Team: Vijay R Kadni (19MBA113), Kaushik Nantha S (19MBA149), Sri Vigneshwaran B (19MBA159), Rajiv V (19MBA173), Thekkemannil Stephen George (19MBA174), Siddharth D A (19MBA179), Shivaprasad (19MBA156)

A project based on the UN Goal 9, to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. Covid-19 pandemic and lockdown throughout the year have caused a lot to mankind, especially the businessmen and women. And the most affected business is the restaurant business. Even after lockdown, people stopped coming to the restaurant to dine due to which their business dropped down. And selling their products online was not profitable for them. Yugam event (Conducted by Kumaraguru College of Technology) Coordinator Decided to promote small scale restaurateurs. Through Instagram Real Videos as a part of their Social Cause. So that people may see these restaurants on Instagram Page and gain knowledge about the Restaurant food available for them at a low price. So, a team of 7 students decided to help the Yugam Team with their social Cause. And they started taking pictures of small-scale restaurants from different places in Coimbatore and outside Coimbatore. Places like Tirupur, Trichy, Karur, Tenkasi, Salem, Ooty and many more; sending it to the Yugam team. As and when the video was uploaded by the Yugam team, a link was shared, and the team re-shared it so that the videos may reach as many as people it can. Nearly 80-100 Restaurants have been benefitted from this social cause. The project is also highly sustainable and impacted 80-100 restaurants owners, as they get a no-cost advertisement and youngsters with their families came to know about these restaurants and started visiting these restaurants. As a result, the business of the restaurant has started growing and hoping to grow more.



21.Renovating the rural health care center in Pongalur village

SIP Students Team :Manigandan P [19MBA008], Karthick Ganesh [19MBA046], Michael Benny Hinn J [19MBA105], Raghul P [19MBA139], Kandan K C [19MBA171] & S.S.Harish [19MBA181]

On UN SDG 3, 9, and 4; Health and Wellbeing, Industry, innovation and infrastructure and quality education, the students have done a project of renovating a rural health care centre in Pongalur Village. The people in the village demanded a rural health care centre as they find it difficult to go to nearby towns immediately during the emergency period. They renovated the rural health care centre in Pongalur village through a fundraising campaign and created awareness for the people to use the health care centre. So, the students have approached the President of the Village Mrs Vimala Selvam and noted down the requirements for the health care centre.

A primary health care centre building was allocated by our Tamilnadu Government with the help of Honorable Speaker Mr K Dhanabal who is a Member of the Legislative Assembly of Avinashi Constituency. The Government has only allocated an old building present in the village for the health care centre, but there are no facilities for that health care centre. So, they found it difficult to identify the right sponsors and volunteers for developing and renovating the rural health care centre. The funds that were prescribed as per the requirement made by the village president was a total of Rs.16000/- which is been categorized. First, an amount of Rs.4200/- is utilized for wages who have done painting works for the building. Second, an amount of Rs.6300/- is utilized for purchasing furniture for doctors and patients. Third, an amount of Rs.5500/- is utilized for purchasing tiles for the toilet bathroom. Students also found some sponsors for the project work and some funds were collected from the common public, and volunteers. Students also created an awareness among the people living in the villages to use the health care centre and also suggested the safety precautions to be followed for Covid-19. The project is highly sustainable and created an impact for the people of the village whose population is around 280-380 below the poverty line with low income, the work done by the students of KCTBS will be alive till the lifetime of Health Care Center.

22.Welfare to the intellectually disabled

SIP Students Team: Ramesh S [19MBA054], Kawshik D [19MBA089], Lavanya S [19MBA056], Logeeswaran R [19MBA097], Vignesh N [19MBA035] & Steev Elisha Giftson [19MBA053]

The team partnered with an NGO- Elim Charitable Trust and surveyed the NGO surroundings to determine the expected skillset, job roles and identified areas with most employment opportunities and recommended the same to the NGO for them to provide training, thereby increasing employment opportunities. The team also created social media handles for the NGO on Facebook, LinkedIn, Instagram and Twitter platforms and trained the NGO staff to utilize those to the fullest thereby fetching



more volunteers and donors for financial support. During the project, they have identified 11 employment with an increased average wage of Rs. 50 and business opportunities worth Rs.6,000. This project emphasizes sustainability rather than short term measures, by encouraging long term commitments. In this regard 'Eagle vision' provided an RO water system worth Rs. 15,000 with free lifetime maintenance. The students found a lack of means of transportation the main hindrance since the NGO has only one vehicle. Therefore, they have arranged for 2 more vehicles. They have arranged jobs for 5 students in farming, 3 in cattle-rearing, 2 in bakery and 1 as a shop help as a sustainable measure.



23. Greener Covai through plantation

SIP Students Team:

ARVINTHRAJAN.R [19MBA48], LAKSHMI.R [19MBA095], KOWSHIKA.P [19MBA093], NANDHINI.S [19MBA115], SUSMIPRIYA.G [19MBA040] & JANUJHA [19MBA079]

Based on the UN Sustainable Goal 13, Climate change and Action, the overall impact of this social immersion project is to have a greener Covai. The plantation is a huge success, which the team attempted to implement. The team studied how plants helped the earth and which soil is suitable for what plantations and what are trees grow with maximum growth to provide shade, and which consumes less water and came to know the different types of plants and trees and their medical benefits. The team proudly accomplished a huge milestone by planting 984 saplings all over Coimbatore. Without our Corporate's help, a special thanks to Cosmafan, they believed that the student team can achieve and sponsored 50,000 for this project. It was a dream come true. 984 homes were impacted within a short period of 13 days. The team created awareness in social media and through a direct approach by conveying our present situation about the rising temperature and climate change. They have covered all age groups of people right from school kids to aged people made them realize the importance of trees.

The saplings in the industrial area of Arasur and Manikkampalaiyam are maintained by Mr Rajendran who is fond of growing plants he has already planted 500 saplings in 2years, then Casagrande has its workers who maintain trees perfectly, the saplings to the household are given to persons who have a great interest in gardening and plant growth and time to spend for maintaining them. Moreover, when the plants are grown till, they catch their roots strongly they can sustain for more than 100 years benefitting nearly 5 generations.





24. Kitchen Gardening

SIP Students Team: Aravindhan D [19MBA068], Yasvanth M K [19MBA066], Pradeep R [19MBA067], Tamil Mani S [19MBA183], Dinesh Prabhu M [19MBA080] & Selva Kumar P [19MBA136]

As a part of the Social Immersion Project, the students were involved in creating Awareness about Trees and their importance of a greener environment in the life of people, students understand how farmers are hardly working for agriculture. Students decided to enlighten people on the importance of kitchen gardening and to create awareness about the environment. Kitchen gardens can immensely help to improve food security and income generation and thus sustain livelihoods. Fruits and vegetables grown in these backyard gardens play an important role in filling the gaps in nutritional needs by providing access to freshly-harvested organic produce to family members, The project was planned to create a good impact and will also encourage others to the grown kitchen garden, resulting in conserving everything for the unforeseen future. The enthusiasm and the eagerness which the residents showed towards the kitchen gardening was immense. It was truly an excellent education experience for the Students As they were able to understand how this vegetable gardening could give self-sustainability to the home and reduce their expenses to a greater extent.



25. Tree Planting and creating awareness about importance of trees for the people.

SIP Students Team: Austin Jeremiah D [19MBA042], Mangalaa RK [19MBA101], Pradeep Kumar P [19MBA154], Shashantica R [19MBA155], Selvi J [19MBA175], Ashwini G [19MBA182]

Thanjavur is mainly known for paddy cultivation, unfortunately, two years back a cyclone which hit the area known as Gaja cyclone destroyed Most of the agricultural fields badly and a lot of trees were destroyed. So, a team of students from KCT Business School wanted to reduce the impact created by Gaja Cyclone. The student's team partnered with the Thanjavur Rotary club to do this massive sapling plantation and the team also collaborated with the village people for making this project has sustainable one, and this project makes each one of our team members understand the responsibilities of our earth. Beneficiaries were Farmers in the 3 villages (Poyyundarkottai, Sellampatti, Vadakkur) of Thanjavur.



26.To control the pollution and minimize the dust emission from the ACC plant

SIP Students Team: SUBA NANDHINI K [19MBA004], ALAGU RAJ S [19MBA015], ARAVIND V [19MBA021], SHALINI K [19MBA031], YASHINI J [19MBA121] & AJITHRAJ BHAT R [19MBA178]

In accordance with the UN Goal 5, Life on land; the students understood that dust emission from the ACC plant is the major problem to the people residing at Madukkarai locality. They researched and identified a few plants and tree varieties that absorbs dust and control pollution, providing pollution-free air in and around the ACC plant. They then engaged in planting the 30 saplings in the identified area. The plants which were preferred are Pungai, Iluppai, Neem, Tamarind, Vilvam, Magizham, and Poovarasan. The social immersion team also presented a proposal to ACC Ltd regarding these plants' suggestions for their approval. Only on approval, they plant around 30 saplings in the area. The saplings were funded by two private organizations namely National Steel Agencies and Ponnmani Industries. The project is highly sustainable, and its impact would benefit both ACC and the people residing around ACC. Further maintenance will be done by Mr Vishnu Kannan, CSR Head and their team and will update the condition of the plants to the institution monthly once. Moreover, students can visit the plants which they were planted in their premises by getting prior permission from the Human Resources Manager.



Conclusion

In line with our objectives, the students participated in the Social Immersion Project and worked to build a better working world. We believe that each student should understand their responsibilities towards a better society and perform sustainable actions together. We look forward to proceeding further in creating responsible management students through Social Immersion Programs and other activities in academia.