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KRISTU JAYANTI INSTITUTE OF MANAGEMENT CONDUCTS RURAL IMMERSION PROGRAMME

Kristu Jayanti Institute of Management successfully organised a two-day Rural Immersion Programme (RIP) providing MBA students with meaningful exposure to rural education, community engagement, and experiential learning. The initiative aimed to deepen students' understanding of grassroots realities and strengthen their commitment to social responsibility. A core student team coordinated the programme, handling preliminary village visits, need assessments, and the preparation of learning modules. All first-year MBA students were divided into groups and assigned to nine government schools, four on Day 1 and five on Day 2. Support committees for logistics, media, food, and discipline ensured smooth execution across all locations. The Kristu Jayanti University provided all essential teaching materials, and each group conducted pre- and post-learning assessments to evaluate the effectiveness of the sessions.

On both days Schools in Byalahalli, Annihalli, and Nenumanahalli, Paraehosahalli, Mathikunte, Marjaenahalli, and Kamadenahalli

were visited. Students conducted academic enrichment sessions, life-skills training, motivational lessons, career guidance, and interactive games tailored to different age groups. Senior students took part in motivational discussions, poster-making, team-building tasks, and career counselling to enhance confidence and clarity about future opportunities.

In addition to classroom activities, the MBA students carried out structured rural surveys in each village to understand household demographics, livelihood patterns, educational aspirations, health practices, and the challenges faced by school-going children. The Rural Immersion Programme served as a holistic experiential learning initiative that enriched students' understanding of rural education, strengthened their social awareness, and enabled them to contribute meaningfully to community development through well-planned academic and field-based activities.

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