

A REPORT ON SOCIAL IMMERSION PROGRAMME

AT

PEOPLE FOR INDIA FOUNDATION, BENGALURU

SUBMITTED TO

RV INSTITUTE OF MANAGEMENT, BENGALURU

(Autonomous institution affiliated to BCU)

IN PARTIAL FULLFILLMENT OF THE

REQUIREMENT FOR THE DEGREE

MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

PUSHPA HIREGOUDAR

REG. NO: P18FW22M015045

UNDER THE GUIDANCE OF

Internal guide:

Prof. Pooja Takalkar

Assistant Professor

RV Institute of management.

External Guide:

Mr. Prashant.

President

People for India Foundation



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(CA 17, 36th Cross Rd, 4th T Block East, Jayanagar,

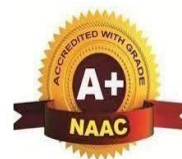
Bengaluru, Karnataka 560041)

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DECLARATION BY THE STUDENT

I, hereby declare that the Report on Social Immersion Programme at **People for India Foundation** submitted in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is my original work under the guidance and supervision of **Prof. Pooja Takalkar, Assistant Professor**, RV Institute of Management (Autonomous Institution Affiliated to BCU)

This report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

Date:

PUSHPA HIREGOUDAR

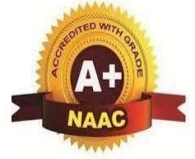
Place: Bengaluru

Reg. No: P18FW22M015045

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GUIDE CERTIFICATE

This is to certify that **PUSHPA HIREGOUDAR** bearing Register Number **P18FW22M015045** student of III semester MBA Programme has satisfactorily completed the Social Immersion programme and prepared the Report under my guidance and supervision.

This Social Immersion Programme Report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

Date:

Place: Bangalore

Prof. Pooja Takalkar

Assistant Professor

ACKNOWLEDGEMENT

Had a wonderful experience of learning during my Social Immersion at **People for India Foundation**, therefore think of myself as a really fortunate person because of the opportunity being provided.

An opportunity to express my heartfelt gratitude and special thanks to my guide, **Mr. Prashant** of PFI, who, despite his busy schedule, took the time to hear, guide, and keep me on the right track while allowing me to complete my internship by volunteering at their esteemed NGO, would like to thank **Mr. Prashant** for participating in important decisions and providing necessary advice and guidance.

Would like to express my gratitude to my mentor **Prof. Pooja Takalkar** for all of her help and advice in getting this social immersion completed. Would want to express my appreciation to RV Institute of Management for providing me with this chance. Grateful to **Dr. Purushottam Bung** (Director), who gave me the chance to prepare this report on the Social immersion programme at People for India Foundation and also want to express my gratitude to my parents and other sources that provided me with the inspiration and support needed to write this report.

Thanking You,

Pushpa H

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CHAPTER 1

INTRODUCTION

1.1.A. INTRODUCTION TO NON-GOVERNMENT ORGANISATION



Figure 1.1

People for India Foundation is non-for-profit organization formed with an objective of creating a vibrant India. It was found in 2015 in Bengaluru, Karnataka by Prashanth. It acts as a forum for policy, strategy, and leadership development for seeking betterment of society and contribute for development of India. People for India Foundation's vision is to be a premier think tank that can help understand the Indian civilization influence on our contemporary society.

People for India Foundation works towards creating a vibrant, liberal, non-fragmented and glorious India where people are awakened to the oneness of humanity, minds are fearless towards oppression, pursuit of knowledge is not constrained and hearts are ignited with spirit of nationalism.

Throughout the journey PFI is committed to execute short term as well as long term projects that shall not only keep the zeal alive but also helps in lasting motivation for the ultimate goal. PFI play a crucial role in advancing civic engagement, enhancing communities, and growing society. PFI organizes public inconveniences and takes on the role of an advocate for societal demands and difficulties. They significantly contribute to giving the voiceless and needy a voice.

A Report on Social Immersion Programme at People for India Foundation

1.B. LIST OF PROMOTERS / TRUSTEES

Trustee Names	Designation
Prashanth S	President
Shishir A	Program Instructor
Ravi E	Program Instructor
Suraj Pabbathi	Program Instructor
Bhuvan Rangolli	Program Youth leader
Prisha Kondur	Program Youth leader

Table 1.1

1.C.

Vision

To be a premier think tank that can help understand the Indian civilization influence on our contemporary society.

Mission

Many take birth and die, only few leave foot prints, let us build many, who can leave foot prints.

Objective

To mentor and provide guidance to the youth. The revolution of our generation is discovery that, human beings by changing their inner attitudes of their mind can change outer aspects of life. Change inner attitudes from selfishness to selflessness, irresponsible to responsible and corrupted to corrupt free. When everyone progresses towards maintaining the friendly environment with unity, with respect for each other, with attitude of selflessness, with a motive of social service, when we walk together on ideals, then there will be true progress of the nation. That shall keep up the progress of the nation not only for this generation but for coming generations. When we achieve this, then everyone gets equal opportunity to live, excel and develop. One day we will be listed as the nation of "Developed Countries".

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1.D. Sources of funding

- Events
- Network Fundraising
- Online Fundraising
- Volunteering
- Donations in Kind
- Raising Money from Young People and In Schools
- Collections
- Corporate Partnerships
- Crowd funding

1.E. Geographic Coverage of NGO's services

- Karnataka: 69%
- Andrapradesh: 12%
- Telangana: 11%
- Tamilnadu: 8%

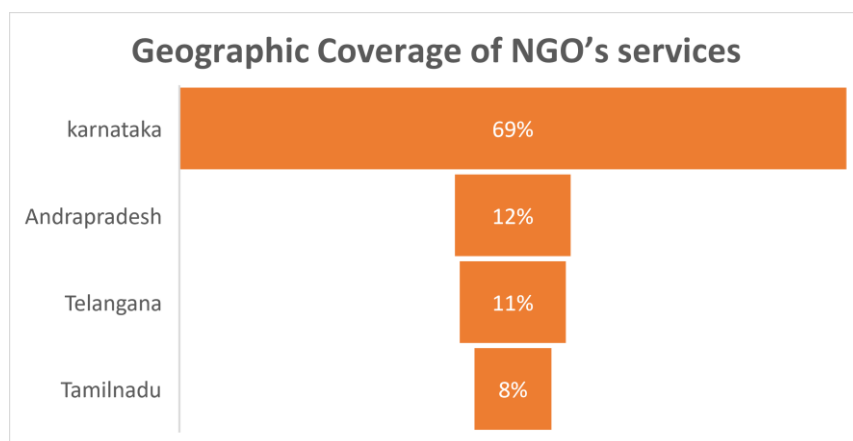


Figure 1.2

1.F. Partnering Corporates / Institutions / Organisations

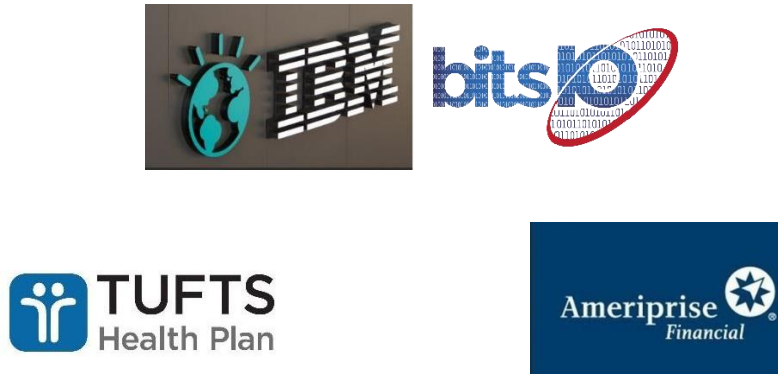


Figure 1.3

1.G. Major Activities of the NGO

Supporting underprivileged schools

If there is a substantial imbalance, PFI is there to balance the see-saw in times of crisis. Every young person has the opportunity to pursue an education and build a better future for themselves, especially those from at-risk neighbourhoods. PFI works locally to enhance the educational system, promote the importance of education, and enroll as many children as possible in school so they can prosper in life. PFI also provides assistance to the disadvantaged Anganwadi schools to improve their facilities, educate the children about basic grooming, and give them with books and other necessities.

Covid Awareness in schools and villages

PFI is providing Covid-19 relief by feeding certain daily wage workers and domestic assistants who are presently unemployed as well as distributing food, masks, and soap to the under-resourced areas. In addition, they gave away free masks and hand sanitizers to students and their families in several schools. Additionally, they informed others who were ignorant about pandemics about what they are and the serious repercussions they might have. They informed them of the revised procedures and precautions to take in order to combat the infection.

Menstrual Awareness

Menstruation is a normal and healthy part of life for most women. Nevertheless, it still has a stigma in many places. There are some girls and women who feel embarrassed or ashamed to talk about their periods. As a result, some people can even avoid engaging in some activities, missing out on important chances. There are some girls and women who feel embarrassed or ashamed to talk about their periods. To raise awareness, they hold sex education classes in schools and teach girls about menstruation and menstrual cleanliness.

Celebrating National Army Day

India observes National Army Day on January 15 every year in memory of Field Marshal Kodandera M. Cariappa. You should support the military since they are citizens just like you. It only makes sense to be there for the military members since they are there for you and your community when you need them. Therefore, PFI makes plans to observe National Army Day and honour the nation's valiant warriors by visiting various army camps.

1.1. SPECIFIC CAUSE IDENTIFIED IN THE NGO

Identified Issue or Problem: Anganwadi schools and their system of education

The Karnataka Anganwadi system is a major problem. In order to provide healthcare, immunisations, nourishing food, adequate hygiene, and a secure learning environment for infants, toddlers, and young children, they provide help to rural communities, low-income families, and sick people around the country.

The main problems with the Anganwadi schools are they do not provide basic education related to **nutrition, basic grooming sessions or hygiene essentials etc.** Due to a lack of government support for the schools and the teachers, the primary kids are not receiving basic education facilities which is given to other kids of their age in private or luxurious schools. When we visited the schools, we undertook discussions with the teachers and discovered that the teachers were

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also not aware of the **nutritions required**, which was devastating and it is understood that these kids aren't aware of it as well.

The teachers do not have much time to give the kids a visual knowledge about environment neither do they possess any E-classes equipment like smart classes and many more. The kids just receive basic and normalized knowledge where, these basic things are not covered by anganwadi teachers.

Anganwadi schools also do not receive enough donations or supplements from the governments. They require well knowledge filled text books to study, notebooks for writing and practicing and they also do not have hands on enough stationaries. All these small issues affect the kids' education a large extent.

This cause was addressed by the NGO and the volunteers by **visiting various anganwadi schools and government schools** around the area and giving them these basic & essential education during the immersion period.

CHAPTER 2

PLAN OF ACTION

2.A. NGO's present problems/issues & addressing of those issues

Name of the Institution	Date	Activity
Marenahalli shishu viahara, Bengaluru-41	19-01-2023	Interviewing the owner who runs the school. Getting permission, teaching students rhymes, basic hygiene and a prayer.
Anganavadi kendra, marenahalli.	23-01-2023	Talking to teachers, and collecting some information. And talking to children and understanding their level of knowledge.
Corporation colony Anganavadi kendra.	27-01-2023	Talking to teachers, and collecting some information. And teaching students rhymes, basic hygiene and a prayer.
Government high school, jayanagar.	29-01-2023	spoke to the faculty regarding the counselling that is necessary for students, and explained about the available software to find the unique talent and interest of high school students.

Table 2.1

CHAPTER 3

IMPLEMENTATION IDEA

Implementation idea down the solution or the actual charity service offered by the NGO to their beneficiaries

3.1. TAUGHT BASIC GROOMING TO THE KIDS

Anganwadi kids come rural society and lack basic grooming. Most of them are dressed shabbily and are not hygiene concious. We taught them how to dress properly, oil their hair, cut their nails and avoid nail biting, polish their shoes, etc. We also taught them about good habits and bad habits. And most importantly we taught them the real purpose of coming to school which is not food, but education. We taught them the importance of getting educated and secure their future. We asked them to keep dreaming and stick to their dreams. And to achieve those dreams, education is must. We tried giving them a reality check that they are not going to get free food for life, but have to work really hard for it.

Additionally, we taught the children the value of bathing every part of their bodies thoroughly and cleanly, as well as brushing their teeth twice a day. We also taught the children how to wash and maintain clean undergarments and clothing, as they are important aspects of personal hygiene.

3.2. BASIC ENVIRONMENTAL EDUCATION

Children are motivated to become more involved in their communities through environmental education, which fosters critical and creative thinking abilities. It aids children in comprehending the value of the environment and equips them with the fundamentals for leading sustainable and eco-friendly lives.

The main reason for environmental education is:

- To increase their awareness and consciousness of environmental issues.

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- To pique their curiosity about protecting and bettering the environment.
- To improve their capacity to understand their environment.
- To increase their understanding of ecological issues related to energy, environments, air, water, natural resources, and wildlife.

We taught the children about the environment and how we should protect our environment. We also educated them about the importance of segregation of dry waste and wet waste. We made different paintings with them related to environment. We also taught them phonics, counting and rhymes.

3.3. HYGIENE ESSENTIALS

We taught the kids basic hygiene essentials such as: Brushing teeth twice a day, taking regular baths, regular hair washing, wearing daily- spotless clothing, keeping their space tidy, toilets should be flushed after each use, cutting nails when they become too long, maintaining clean nails and many more.

3.4. INTERVIEWS AND DISCUSSIONS WITH ANGANWADI SCHOOL TEACHERS

Identified and examined numerous issues that Anganwadi schools were facing. They struggle with issues like inadequate compensation, excessive record-keeping, infrastructure-related issues, work overload, logistic supply issues, insufficient supervision, and a lack of community support.

CHAPTER 4

LEARNING OUTCOMES OF SIP

1. Engaging with varied community people helped me enhance my interpersonal skills, create effective communication, and make relationships.
2. Understanding and reacting to the needs of others improved my empathy and emotional intelligence, resulting in a more compassionate attitude.
3. Actively participating in community solutions developed in me a deep feeling of duty for social well-being.
4. Exposure to real-world difficulties helped to understand the nuances of social concerns, extending my viewpoint.
5. Seeing the good impact of modest deeds on individuals strengthened my love and compassion, emphasizing the power of collective efforts.
6. Collaborating with diverse stakeholders on community initiatives helped me strengthen my networking skills and make key contacts.
7. Planning activities promoted creative thinking, resulting in unique ideas for successful community interaction.
8. I found myself by giving something to society and working for a greater cause, which will be remembered by me for a long period. I received exposure and education, which I will put to good use for a long time, grateful for the opportunity to learn and observe so much.

CHAPTER 5

FUTURE COURSE OF ACTION

- People for India foundation is mainly associated with educational cause and they contribute significantly to this particular cause.
- Despite plans to enter the corporate world post-July, reassurance was given regarding ongoing commitment to regularly engage in the NGO's activities.
- I would join and volunteer in the upcoming events of People for India Foundation's.
- If there is any necessary for the NGO to perform any research work, they have granted me permission to participate and help them in the same.
- I have also committed to the cause and improving anganawadis in and around my hometown (villages of Koppal and Gadag), where it is way to backward than Bengaluru.
- Therefore, we will support this cause in the future by associating with PFI in every way possible and make a major difference to the country.

REFERENCES

WEBSITES

- “People for India Foundation.” *People for India Foundation*, www.peopleforindia.in. Accessed 8 Jan. 2023.
- “People for India Foundation.” *People for India Foundation | Bangalore*, www.facebook.com/peopleforindiafoundation.
- “Anganwadi-Wikipedia.” *Anganwadi-Wikipedia*, en.wikipedia.org/wiki/Anganwadi#Integration_with_other_official_schemes.

BOOKS

- NGO’s handbooks
- People for India Foundation newsletter
- People for India Foundation Prospectus

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Annexure

i. Photographs,



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SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY 16/01/24 (Tuesday)

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People For India Foundation

Date: 16-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

Visited the ngo and met the external mentor.
We learnt about the NGO's cause, their projects.
and other events they conduct.

What is your plan for next Day?

Discussing with the external mentor on what or
how we can contribute as interns to the NGO's
cause and start working.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY Wednesday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People for India Foundation

Date: 17-01-24

Place: Bangalore

What did you do today?

(Describe the Activity)

Had been to office and had a discussion with NGO
members on the work that we have to perform and
Prepared a list of Anganawadis and schools to visit.

What is your plan for next Day?

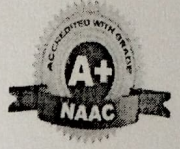
Go to the different Anganawadis to request
permission to have an interaction with kids.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY Thursday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People for India Foundation

Date: 18-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

visited Anganwadis in Marenahalli, where we
didnot get permission in one of them & in the other
we spoke to the caretakers and collected some informat.

What is your plan for next Day?

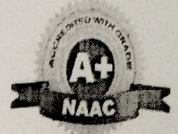
Prepare the rhymus, and other things to be
taught to students and go to shishu vihar
to teach them.

Signature of External Mentor

Signature of the Student



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WORK DONE DIARY

DAY Friday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People For India Foundation

Date: 19-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

Went to shishu vihar, interviewed the one who is the
head there and thought rhymes, hygiene basics and
prayers to children.

What is your plan for next Day?

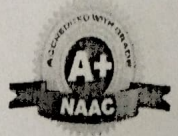
Planning to visit Govt school, to get permission
for a half an hour session on future studies and
career to children.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Saturday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People for India Foundation

Date: 20-01-24

Place: Bangalore

What did you do today?

(Describe the Activity)

visited government high schools in jayanagar.
and spoke with the staff to conduct the sessions.

What is your plan for next Day?

visit A Anganawadi near Ragurunda math. to
seek permission for an interaction with children.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Monday

Name of the Student: Pushpa Hiregoudar
Register Number: P18FW22MO15035
Name of the NGO: People for India Foundation.
Date: 22-01-24
Place: Bangalore

What did you do today?

(Describe the Activity)

visited an anganawadi Kendra and had
a conversation with a care taker and
collected information also got permission
for tomorrow to have a session
to children.

What is your plan for next Day?

conduct session at Anganawadi teach
children Rhymes, basic, hygiene, prayer

Pushpa
Signature of External Mentor

Pushpa
Signature of the Student



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SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY Tuesday

Name of the Student: Pushpa Hiregondar
Register Number: P18FW22M015035
Name of the NGO: People for India Foundation
Date: 23-01-24
Place: Bangalore

What did you do today?

(Describe the Activity)

Had been to Anganawadi Kendra
had interactive session.

What is your plan for next Day?

Go to some other area in search
of anganawadies.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Wednesday

Name of the Student: Pushpa Hiregondar

Register Number: PISFW22M015045

Name of the NGO: People For India Foundation

Date: 24-01-24

Place: Banglore

What did you do today?

(Describe the Activity)

Had been to corporation colony. and found an
Anganawadi. Interacted with teacher, caretaker / cook
about what is taught and how food is provided.

What is your plan for next Day?

Go to the office and report to external mentor
and Learn about a new PMIT Software.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Thursday

Name of the Student: Pushpa thirugondar

Register Number: P18FW22M015045

Name of the NGO: People For India Foundation.

Date: 25-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

I had been to NGO's office and had a conversation
with the external mentor and reported the progress.
and he taught us about the DMIT Test & Software.

What is your plan for next Day?

studying the previous projects on DMIT software.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Saturday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People for India Foundation

Date: 27-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

Along with the Prisha ma'am of NGO, we learnt various activities and events of People for India including the Celebrations of Army day.

What is your plan for next Day?

Preparation on education opportunities and Career Counseling to high school students.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Sunday

Name of the Student: Pushpa Hiregoudar

Register Number: P18FW22M015045

Name of the NGO: People for India Foundation

Date: 28-01-24

Place: Banglore

What did you do today?

(Describe the Activity)

Prepared a half an hour session for high school students about further education availability, opportunity and regarding career.

What is your plan for next Day?

visit the government high school jayanagar and deliver a lecture / conduct a session.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
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WORK DONE DIARY

DAY Monday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People For India Foundation

Date: 29-01-24

Place: Bangalore.

What did you do today?

(Describe the Activity)

Had been to jayanagar, Govt high school. in
Corporation Colony spoke to faculty and conducted
a session.

What is your plan for next Day?

Meet the external mentor and report the progress.

Signature of External Mentor

Signature of the Student



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SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY Tuesday

Name of the Student: Pushpa Hiregondar

Register Number: P18FW22M015045

Name of the NGO: People For India Foundation

Date: 30-01-24

Place: Banglore.

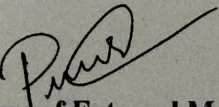
What did you do today?

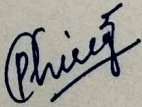
(Describe the Activity)

Had been to office and Prisha ma'am explained
about the future plans and on going projects of
NGO. and discussed about other aspects..

What is your plan for next Day?

Go to office and collect certificate.


Signature of External Mentor


Signature of the Student



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Bengaluru, Karnataka 560 041
(Autonomous Institution Affiliated to BCU)



SOCIAL IMMERSION PROGRAM
BATCH 2022-2024

WORK DONE DIARY

DAY Wednesday

Name of the Student: Pushpa Hiregondar
Register Number: P18FW22M015045
Name of the NGO: People For India Foundation
Date: 31-01-24
Place: Banglore.

What did you do today?

(Describe the Activity)

Thanked our external mentor and received
Certificate.

What is your plan for next Day?

Signature of External Mentor

Signature of the Student