Course Title	SOCIAL IMMERSION PROGRAMME
Term/Semester	II
Course ID	23MBA821
Credits	1

I. INTRODUCTION

Each student should undertake the social immersion programme immediately after the first semester examination for the duration of two weeks and submit a hard bound copy of the report before commencement of 2nd semester. The immersion programme will be under the guidance of internal faculty of the institution.

The main objective of the Social Immersion project is to sensitize students on civic and community issues, to enhance their interpersonal skills and to understand the problems of Rural/Urban/NGOs/Government or any other social issues of the society and enhance their status through capacity building. Social Immersion Programme also helps students to be better citizens by knowing, understanding and finding sustainable solutions for pressing community needs. They also learn and practice their management skills for building a better community.

The student has to work for two weeks in an NGO/ Government Organisation/ Government Agencies/ Panchayat Raj Institutions on different issues or undertake a freelancing study based on their interest. This could involve a desk study / data analysis / extension work / field work or exploration of an idea or its implementation.

II. SOCIAL IMMERSION PROGRAMME FRAMEWORK

1. Phase 1: Pre Departure Preparation
   a. Introduction to Social Immersion Programme [SIP]
   b. Sensitization towards social problems
   c. Identification of immersion organisation

2. Phase 2: Field Immersion
   a. Two Week Field immersion in collaboration with social-sector organizations across India
   b. Mentor - Student Meeting
   c. Student review meetings

3. Phase 3: Post-Immersion Reflections
   a. Presentation to partner organizations
   b. Interim report submission to partner organizations

4. Phase 4: Report Submission & Evaluations
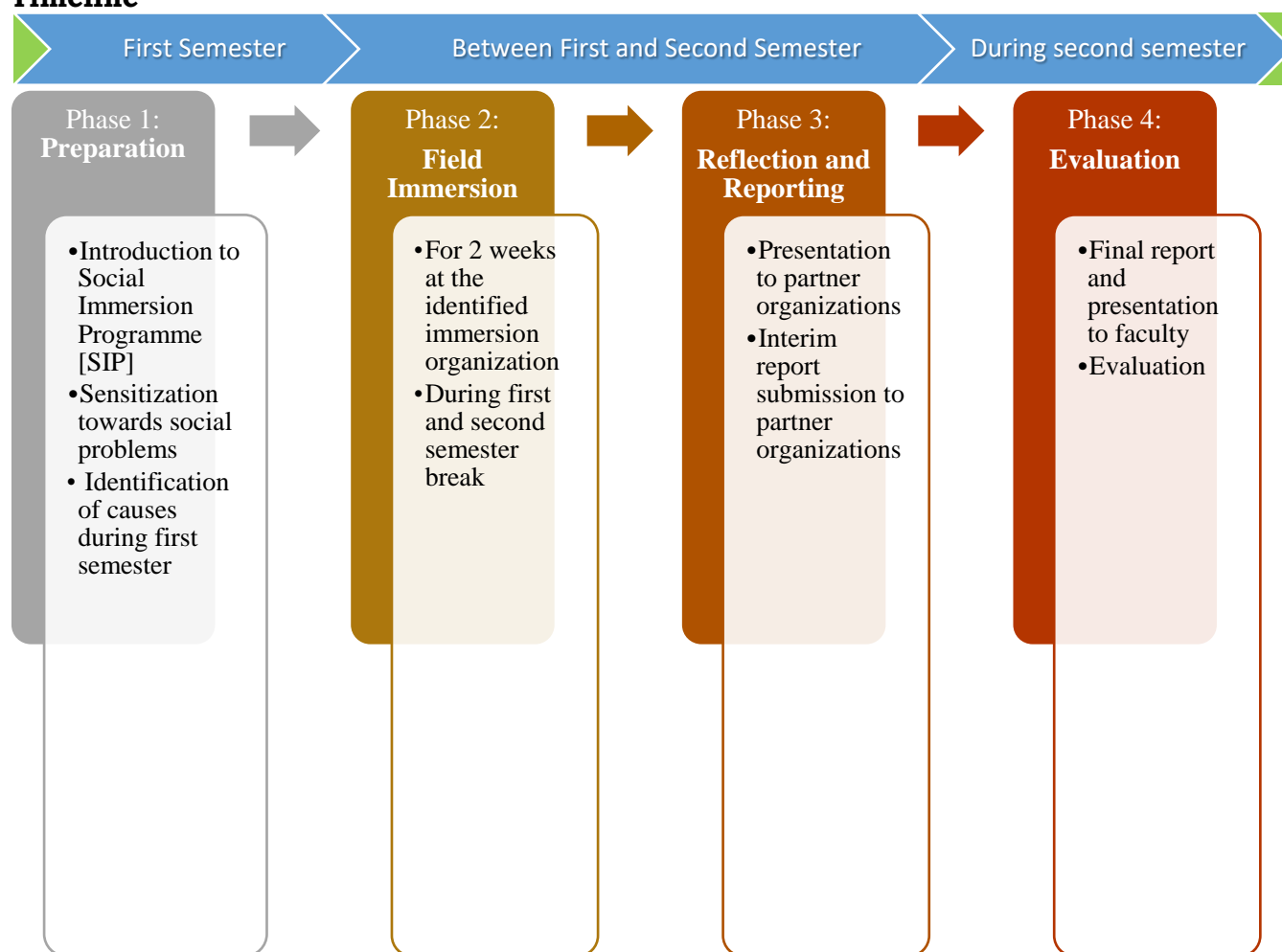   a. Submission of field report
   b. Maintenance of diaries

Course Outcomes:
After successful completion of this course, the student will be able to:
CO1: Develop sustainable solutions for problems and issues faced by NGOs/ Community/Society
CO2: Build social responsibility and contribute to the community for inclusive growth and sustainable development of society.

Timeline

First Semester	Between First and Second Semester	During second semester

Phase 1: Preparation
- Introduction to Social Immersion Programme [SIP]
- Sensitization towards social problems
- Identification of causes during first semester

Phase 2: Field Immersion
- For 2 weeks at the identified immersion organization
- During first and second semester break

Phase 3: Reflection and Reporting
- Presentation to partner organizations
- Interim report submission to partner organizations

Phase 4: Evaluation
- Final report and presentation to faculty
- Evaluation

IMMERSION METHODOLOGY

Primary method used for collecting sociological data will be ethnographic field research, of which field diaries are an important component. The base line survey, field survey, observation of the process, interaction with community members can be adopted for data collection.

Students are required to follow the guidelines indicated below; GUIDELINES

1. Under this program, the student is required to undertake a Social Immersion individually for a period of two weeks between I and II semester. It would be carried under the guidance of internal faculty member from the Institution and external mentor.
2. Students should identify the place of study (organization) before the completion of I semester and finalize the scope of the study in consultation with the Institute Guide.
3. Students are allotted to respective Internal Faculty Guide based on the area of interest.
4. The Social Immersion program must be a study on live social problem or social issues and work on solving a problem. This could be in the nature of desk study or a field study or extension work or preparation of detailed report of a problem or exploration of a solution to the problem or implementation of an idea or a project or of any other study which reflects the spirit of the regulations. The immersion may include research work or a case study.

5. The word organization includes the following
   a. Educational Institutions in rural areas
   b. Government Department
   c. NGO/ CSO/ Voluntary Organization/CSR department of an Organization
   d. Research Body or Development Agency
   e. Panchayat Raj Institution/s
   f. Local Municipal Body, Legislature, Court, Etc.
6. On the completion of Social Immersion Program, the student is required to submit a report to faculty guide and external mentor or company within the specified timeline.
7. Satisfactory completion of Social Immersion Program and obtaining 50% of the marks allotted is an essential requirement for completing Immersion Programme.
8. Any interested faculty, Part Time or Guest Faculty or Social Activist are eligible to guide the immersion programme. Head of the institution has to certify the eligibility of such guides.
9. Every guide will be allotted the maximum of fifteen (15) students.
10. The Social Immersion report has to be as per report guidelines
11. One hard and one soft copy (in CD) have to be submitted to their respective guides.

Uniformity and Size of Type
   ♦ The body of the text must be prepared from a clear and readable font style at the same size throughout the document.
   ♦ Twelve-point font is the generally accepted font size.
   ♦ However, different point sizes can be used for tables, figures, or captions, as long as usage is consistent and conforms to the appropriate style manual.
   ♦ Choose the font carefully depending on your final distribution plans. Serif fonts (e.g. Times New Roman) are easier to read on paper.
   ♦ The use of bold, italic, capitalization, or any other writing convention should be consistent throughout the document and should follow the appropriate style manual.
   ♦ Alignment of text should be consistent (including no justified alignment).
   ♦ The body of the document must be spaced with 1.5"
   ♦ All page numbers must appear centered or right side in the bottom margin
   ♦ Header with "A Report on Social Immersion Programme at .... (NGO name) – Left side
   ♦ Footer [R.V. Institute of Management (Left side) with page number (right side)]
   ♦ The report has to be printed on single side in Executive Bond Sheet.
   ♦ The hard copy should be hardbound with WHITE color cover page.

FORMAT OF THE REPORT
   ▪ Cover Page with Title and other details
   ▪ Student Declaration
   ▪ Certificate by Head of the Institution (College will issue)
   ▪ Completion Certificate by the NGO
   ▪ Acknowledgements
   ▪ Table of Contents
   ▪ List of Tables
   ▪ List of Figures
   ▪ Report [12 point Times Roman New Font size, 1.5-line spacing]
   ▪ Bibliography (Use APA 6th Edition format)
   ▪ Annexure – Work done diary Summary Format – Week 1 & 2, Work done diary reports, Appreciation Letter, Photographs [Geo-tagged photos], Social Media Posts, URL,

<div align="center">**Social Immersion Program**</div>

Contents of the Report
CHAPTER – 1 (Length of the chapter 5 – 6 pages)
1 A - INTRODUCTION TO NON-GOVERNMENT ORGANISATION [NGO]
- Introduction to the NGO
- List of Promoters / Trustees
- Vision, Mission, Objectives, NGO Structure, Target Beneficiaries, Source of Funding, Geographic Coverage of NGO's services
- Recognition and Achievements of the NGO
- Partnering Corporates / Institutions / Organisations
- Major Activities of the NGO

1 B – SPECIFIC CAUSE IDENTIFIED IN THE NGO
Discussed with the External & Internal Mentor
Explain the Identified Issue or Problem
i. For Example: Cause Identified: *Malnutrition in Rural Areas*
The specific problem identified under this cause is *"Malnutrition of kids below the age of 5 years in a Rural Household"*.
ii. For Example: Cause Identified: *Solid Waste Management in Urban Area*
The specific problem identified under this cause can be *"Waste Segregation at source in a locality in Bangalore"*.

CHAPTER 2 – PLAN OF ACTION (Length of the chapter 1-2 pages)
How the NGO is currently addressing these problems/issues has to be explained.
Briefly explain the activities for the problem selected that the student is going to work for two weeks. List the scheduled dates and location of the activity, mention the number of volunteers, duration of the activity, and nature of the activity planned.

CHAPTER 3 – IMPLEMENTATION REPORT (Length of the chapter 5 pages)
The students have to write down the solution or the actual charity service offered by the student to the beneficiaries for addressing the cause identified.
For Example: Cause identified is *"Challenges of Farmers"*, then the problem identified can be *Farmers challenges overcome by creating awareness about usage of Agro-based Apps.* So the implementation report should consist of the methods used in convincing the farmers to use the Agro-based apps.

CHAPTER 4 - LEARNING OUTCOMES FROM SIP (Length of the chapter 1 – 2 pages)
Explain the learning outcomes from the SIP. Other supplementary evidences to support the learning outcomes should be enclosed in the Annexure. [Such as photos, social media post links, Audio/Video Links etc.].
Note: The number of pages of the report should be minimum 10 pages and not exceed 16 pages.