

**A REPORT ON SOCIAL IMMERSION PROGRAMME
AT
AKHILA KARNATAKA PRANI DAYA SANGHA
(80 Feet Road, 6th Block, Koramangala, Bengaluru –
560095)**



**Akhil Karnataka
Prani Daya Sangh®**



SUBMITTED TO
R V INSTITUTE OF MANAGEMENT
(AUTONOMOUS INSTITUTION AFFILIATED TO BCU)
IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

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UNDER THE GUIDANCE OF

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2021-2023

DECLARATION BY THE STUDENT

I, hereby declare that the Report on Social Immersion Programme at **Akhila Karnataka Prani Daya Sangha** 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 Ramya S, 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: 17/01/2023

Madhan Kumar C S

Place: Bengaluru

Reg. No: P18FW21M0123



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GUIDE CERTIFICATE

This is to certify that **Madhan Kumar C S** bearing Register Number **P18FW21M0123**, 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: 17/01/2023

Place: Bengaluru

Ramya S

Assistant Professor

ACKNOWLEDGEMENT

Take this opportunity to express my sincere expression of gratitude to each and every one who helped me in the completion of this work.

Extend my gratitude to Assistant Prof. Ramya S, RV Institute of Management (Autonomous Institution Affiliated to BCU), for her valuable suggestions, and encouragement throughout the course of this work.

Also express my gratitude to Shivanandaiah, Manager of Akhila Karnataka Prani Daya Sangha, for his advice, constructive criticism, and constant encouragement during my study.

Grateful to our director, Dr. Purushotham Bung for permitting us to utilize the necessary facilities of the institution and for the support and guidance which helped me in successfully completing the study.

Madhan Kumar C S
P18EW21M0123

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CHAPTER – 1

1A – INTRODUCTION TO NON-GOVERNMENT ORGANIZATION [NGO]



**Akhil Karnataka
Prani Daya Sangh®**



AKHILA KARNATAKA PRANIDAYA SANGH

80ft Road, 6th Block

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Bangalore-560095

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Akhila Karnataka Prani Daya Sangh (AKPDS) is a non-profitable, non-political, non-communal organization rendering services towards rescuing thousands of cattle like cows, calves, bulls, bullocks, buffaloes, camels, goats and other animals from illegal slaughtering, animal sacrifice and other forms of animal cruelty. AKPDS is recognised by Animal Welfare Board of India. It founded in the year 1982 when a group of likeminded came together with the intention of providing compassion and protection to animals in need.

Akhil Karnataka Prani Daya Sangh has been developed in an environment surrounded by large trees and currently houses over 1300+ cows, cattle, other animals, of the different species, and thousands of Pigeons. The purpose of the Gaushala is to rescue, protect and look after cows and other animals.

Our Vedas say that Mātaraha sarvabhūtanām gāvaha, the cow is the mother of mothers since it has the ability to feed, provide and support humanity in many ways. The cow remains the basis of development and nurture in all stages of life through its milk as a food, manure for agriculture, and recently as a source of green energy to provide electricity.

The AKPDS Gaushala at Kormangala, Bangalore is at present made of 47 sheds: housing 1300+ cows and the other animals and 2 separate Sheds for storing fodder and 3 water tank of 5000 liter's capacity each 3 Borwells and 1 Well for water requirements.

An administration office to monitor the consumption of fodder, production of milk and carry out regular medical checks on the 1300+ cows and other animals. There are 30+ Cowherds/sevaks, who are provided living quarters inside the gaushala and amenities to look after, nurture the cows with great love and care.

HOW IT STARTED

Dr. P S Narayan shared this views P. Uttamchand Dugar about the Karnataka Prevention of Cow Slaughter and Cattle Preservation act 1964, and Cruelty to Animal Act 1960. During 1980s Cows / Cattle were taken to slaughter houses by walk, every day hundreds of Cows were slaughtered illegally , So few well known people joined to gather and started 'Akhila Karnataka Prani Daya Sangha' (AKPDS) an non-profitable , non-political, non-communal organisation to take care of voice less mute animals and birds.

In the year 1982 truck carrying Cows / Cattle was stopped with help of Police and found 65 Cows with their throat cut and bleeding heavily and many had died. The Association members met Senior Police officers, Chief Minister and other ministry to take immediate steps to stop Cattle smuggling and stop illegal Cow/ Cattle slaughter. There after many case booked and FIR registered and hundreds of Cows and Cattle rescued. Mass awareness on illegal Cow slaughter and Cruelty was given to general public, hundreds of cases booked, seeing the activity of the above Sangha, Association Secretary P.Uttam Chand Dugar was honoured by His Excellency Governor Shri Prabhu Das Patwari. In the year 1987 seeing the noble work by Akhila Karnataka Prani Daya Sangha Government of Karnataka was pleased to grant 5 acres of land on lease for taking care of rescued Animals.

AKPDS is the only Gaushala in Karnataka which has underground electrical lines and drainage system to make the Gaushala more hygienic, clean, and safe for animals to move around freely.

Also CCTV monitoring system is in place for security of animals and visitors. All the animals have individual animal tags and Health cards for their treatment. Daily livestock book has been maintained with complete details.

All the animals rescued from cattle smugglers by the Police department are sent to AKPDS with the direction of Court to take care of them till their natural death. AKPDS is also treating injured animals and birds and has obtained many circulars and directions from DGP's office, Commissioner of Police and Animal Husbandry Department to protect Animals from cruelty and illegal slaughter, and also has attained favourable orders from High Court and other Courts.

Every day hundreds of People from different places visit the Gaushala and many schools conduct educational trips for the students to AKPDS shelter, which gives them exposure; and results in concrete dividends of fostering responsibility, empathy, humanity and benevolence in our younger generation. Students are provided with fodder and grains to feed cows, cattle, camels and pigeons. Christ University and many other premier educational institutions send requests for Student Internship as a part of their curriculum.

AKPDS is also providing free medical treatment (Panchagavya Chikitsa), procured from alternative medicine with five elements from cow, and led by Gavyasiddha Dr Damodar Shetty and his team. Hundreds of patients have been treated for Cancer, Heart problems, Diabetes, Blood Pressure, Kidney failure, Arthritis and many other diseases. Members of our Association have been honoured by His Excellency Governor of Karnataka, and a Gold medal was bestowed on us by Smt. Maneka Gandhi, along with many other honours.

The association has been maintaining all account records as per the norms of the Income Tax Act and has filed all its accounts with Income tax department and with the Registrar of Societies. But every noble cause comes with a cost. The expenditure for the upkeep and maintenance of these animals is around 1 lakh rupees per day which is spent on fodder, medical expenses, shelter, water, electricity, and salaries for staff and other maintenance activities. 23 families are employed to take care of the animals and the families are provided residence at the premises. Also education is provided to the children of employees. Our Association has not availed or obtained of any kind of financial supports or grants from the Government.

VISSION

To take care of voice less mute animals and birds.

MISSION

Mission over Slaughters

STRUCTURE

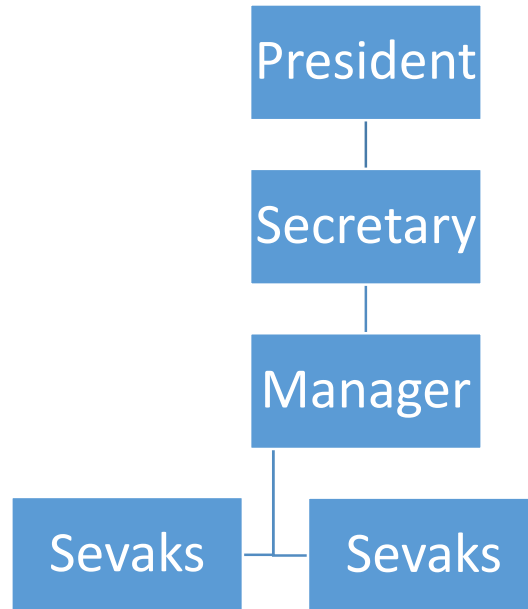


Fig 1.1 - Structure

TARGET BENEFICIARIES

1. Animals – Animals and birds that are rescued from Slaughterhouse and injured. These include mainly :

- Cows
- Buffaloes
- Horse
- Camel
- Sheep
- Goats
- Pigeons
- Tortoise

2. **Farmers** – Providing organic fertilizer or cow manure to farmers at reasonable price which promotes organic cultivation.
3. **Patient** – Providing free medical treatment (Panchagavya Chikitsa), procured from alternative medicine with five elements from cow.
4. **Customers** – Customers can buy milk (A1 & A2), cow dung and Desi cow ghee.
5. **Visitors** – People visit for religious purpose and students for educational purpose.

SOURCE OF FUNDING

The sources of funding to Akhila Karnataka Prani Daya Sangha are

1. Public donation: The source of funding to the AKPDS is totally from public. The visitors and devotees donate cash, fodder to animals and other items to the NGO.

GEOGRAPHIC COVERAGE OF NGO'S SERVICE

The geographic coverage of Akhila Karnataka Prani Daya Sangha is all over Karnataka. Due lack of space in the AKPDS, currently no animals are being accepted into the AKPDS. If the AKPDS gets any call regarding any animal donation or adoption they redirect those animals to other NGO in Karnataka.

RECOGNITION AND ACHIEVEMENTS OF THE NGO

- AKPDS Secretary P.Uttam Chand Dugar was honoured by His Excellency Governor Shri Prabhu Das Patwari IN 1982.
- In the year 1987 seeing the noble work by Akhila Karnataka Prani Daya Sangha Government of Karnataka was pleased to grant 5 acres of land on lease for taking care of rescued Animals.
- Member of the Association were selected as the member of 4th State Level Advisory Committee for implementation of the Karnataka Prevention of cow slaughter and cattle preservation Act 1964, Held by the Secretary to Government Animal Husbandry, Fisheries and Forest department on 6th JAN 1988.

- AKPDS Secretary P. Uttamchand Dugar was honoured by Smt Menaka Gandhi with Gold Medal at Mumbai in the year 1993 for the services rendered towards Animal Welfare.
- In the year 1996 rescued 263 camels from slaughtering during the eve of Bakrid and were sent back to Rajasthan and Madhya Pradesh after 6 months of rescue operation.
- AKPDS was honoured by Karnataka Oswal Sangh in the year 2002 for the social services and Animal welfare.
- In 2005 conference, AKPDS convinced Karnataka Raitha Sangha to stop the sale of animals to butchers and prevent animals from taking to shandies by farmers.
- P. Uttamchand Dugar was appointed South Zone member of Animal welfare Board of India (Ministry of Environment and Forest Govt of India) in the 2007-2008.
- Due to drought and sever short fall of rain during 2016 getting fodder was very difficult task in 2017, Hundreds of cows / cattle died and thousands sold to butchers, So Akhila Karnataka Prani Daya Sangha in March 2017 started to two temporary Gaushala at Mahadeswara Betta Hale Huru & Vadahalli in Chamrajanager district , feeding 3000 cows cattle daily .

MAJOR ACTIVITIES OF THE NGO

- Rescuing animals from slaughterhouse and injured furthermore taking care of them.
- Providing organic fertilizer to farmers.
- Educating students and people, which gives them exposure and to know there responsibilities towards animals.
- Providing free medical treatment (Panchagavya Chikitsa).

1B – SPECIFIC CAUSE IDENTIFIED IN THE NGO

Cause Identified: Animal Welfare (Gaushala)

The specific problem identified under this cause is **“To provide shelter to stray cattle, improve the health, diseased and abandoned cattle”**.

CHAPTER – 2

PLAN OF ACTION

Akhila Karnataka Prani Daya Sangha adopts animals once the case is booked and FIR is registered. Presently due to lack of space in the NGO, any new animal for adoption is redirected to other animal welfare NGO. The AKPDS has 47 sheds, housing 1300+ cows and other animals. 2 separate sheds for storing fodder and 3 water tanks and borewells for water requirements.

An administration office to monitor the consumption of fodder, production of milk and carry out regular medical checks on the 1300+ cows and other animals. There are 30+ Cowherds/sevaks, who are provided living quarters inside the gaushala and amenities to look after, nurture the cows with great love and care.

Doctor visits every day in the morning and spends 1 hour in gaushala to inspect the animals regarding their health condition. Regular checkup and vaccination to all animals are done twice a year as per the government suggestion and the doctor. The feeding to the animals is done 3 times a day. 1 time green fodder (Maize) and 2 times dry fodder (Ragi Hay). Watering trough is built in each shed and cleaned once in 2 days.

Activities for the problem selected and work for two weeks:

The plan was to creating awareness, educating school kids and providing information about the NGO's purpose and its activities. Providing information to visitors regarding the different breeds of cows and the difference between the Desi and Hybrid cows. Guiding the school children during the visit as this gives them exposure, empathy and humanity at early age.

Location: Akhila Karnataka Prani Daya Sangha, 80 Feet Road, 6th Block, Koramangal, Bengaluru-560095

Date: 26th December 2022 to 7th January 2023

Duration: 12 days

Number of volunteers: 1

Date	Activity
26/12/2022	<ul style="list-style-type: none"> • Filling dry manure to bags. • Cleaning the shed and feeding the cows
27/12/2022	<ul style="list-style-type: none"> • Cleaning the garden, removing unwanted plants and other waste materials.
28/12/2022	<ul style="list-style-type: none"> • Helping visitors by providing information about the animals and NGO. • Observation of animals regarding their health with doctor.
29/12/2022	<ul style="list-style-type: none"> • Sheep shearing: It is the process of removing the woollen fleece of a sheep. • Helping the doctor to treat the injured bull.
30/12/2022	<ul style="list-style-type: none"> • Preparing herbal medicine for animals. • Assisting the doctor to treat weak and injured animals.
31/12/2022	<ul style="list-style-type: none"> • Supervising and recording the number of manure loads and working time of JCB. • Observation and treating injured bull as per doctor instruction.
02/01/2023	<ul style="list-style-type: none"> • Making laddu to animals: Preparing concentrated feed to animals in the form of laddu. • Cleaning pots and planting.
03/01/2023	<ul style="list-style-type: none"> • Guiding and providing information to EURO Nursery children and staff. • Feeding pigeons.
04/01/2023	<ul style="list-style-type: none"> • Cleaning the shed and water trough. • Filling the water trough after cleaning it with lime.
05/01/2023	<ul style="list-style-type: none"> • Milking: Observing the milking procedure. • Giving a bath to injured and weak animals.
06/01/2023	<ul style="list-style-type: none"> • Cleaning the store room.
07/01/2023	<ul style="list-style-type: none"> • Applying halter to cows and bulls.

Table 2.1 – Plan of Action

CHAPTER – 3

IMPLEMENTATION REPORT

Actual charity service offered to the beneficiaries for addressing the cause:

- **Cleaning the shed and feeding the cows:** The sheds have to be cleaned 3 times every day. Only after cleaning the shed, the green fodder is fed to the cattle and dry fodder 2 times a day.
- **Cleaning the water trough and filling water:** Each shed has one water trough. It is cleaned once in two days and lime is used to clean. Then the water is filled.
- **Sheep Shearing:** It is a process by which the woollen fleece of a sheep is cut off.
- **Milking:** To observe and know how the milking process is done. To know the milking process and the cleanliness maintained during that milking time.
- **Bathing:** Giving bath to a cow. Especially the injured or the animals that are under treatment.
- **Observation of animals:** Every day the first work is to observe the animals and check if there is any problem to them. If any injuries or other problems are noticed that has to be informed to the labour in charge of the shed and the management.
- **Filling manure to bags:** With the help of cow dung dewatering machine, the dung liquid and solid materials are separated. This is used for dewatering high-moisture organic animal waste before fermentation. Once the dung is dried, it is then filled to plastic bags.
- **Cleaning up the garden:** The administration office is surrounded by garden. Various types of flowering and fruits plants are planted. Removing unwanted plants, dead leaves and waste materials like plastic, paper, etc.
- **Helping and guiding visitors:** Lot of visitors come to the gaushala every day. Regular and new visitors come every day. There are certain rules that needed to be followed by visitors. Providing information about the NGO and the animals. Also helping them in feeding the animals that they have brought to offer them.
- **Assisting the doctor:** As the gaushala has 1200+ animal which include old, weak and injured animals. Helping the doctor in treating the weak animal and following his instructions.
- **Preparing herbal medicine:** As per doctor advice and instruction certain medicine is prepared with herbs. Helping the labour in preparing the medicine.

- **Observation of animals:** The first task is to go around the gaushala and observe the animals. This helps to know the behaviour and health condition of the animals. Also to check whether the medicine and other things are given to weak animals as per the doctor instructions.
- **Supervising:** To watch over and provide direction to labours regarding the feeding, cleaning sheds and tanks as directed by the manager. To take note of number of manure loads and recording the JCB work time.
- **Preparation of laddu:** Concentrate feed is prepared in the form of laddu to feed animals. This concentrate feed provide nutrients that forage alone cannot provide. This are given to animals by the visitors.
- **Guiding and providing information to EURO Nursery children and staff:** A tour visit was organised to EURO kids. Providing information regarding animals, different breeds and taking them around the gaushala and explaining how this animals were rescued and bought to gaushala.
- **Applying Halter to Cows and bulls:** Halter is a headgear that is used to lead and tie the cattle. This helps the labour to handle the animals during various situations like providing treatment and vaccinating animals.

CHAPTER – 4

LEARNING OUTCOMES FROM SIP

Social Immersion Project (SIP) helps students better understand their own competence, leading to more self-confidence and a can-do attitude that can spread to their academic pursuits and work, by involving in SIP students learn to tackle tough problems and challenges in the community services they're by learning problem solving skills and enjoy the satisfaction of overcoming hurdles. SIP opens students to a wealth of networking opportunities, allowing them to build new relationships within their community as they contribute, Students can meet new people, work with new organizations, and strengthen their ties to the community.

Interactive skills: Lot of people and school children visit the gaushala. Volunteers need to provide information about the NGO and animals. Educating school kids about various breeds and difference between desi and hybrid cows. Exchanging ideas with visitors and others.

Cultural Awareness: Working in a Gaushala gives you the chance to interact with individuals from various social backgrounds, community, and cultures, which aids in your ability to adapt to a new environment. You become versatile for the future if you have strong cultural awareness and adaptable skills.

Broad thinking: When you work for yourself, your thinking becomes constrained, and you never look past the confines of your life and your gains. However, working for an NGO forces us to consider others' needs. This broadens your mental horizons, enabling you to consider the group or the firm when working in the future, thus improving your trustworthiness and reputation.

Networking opportunities: Provided opportunities to meet and work with other like-minded individuals and organizations, it will help in my career and personal development.

Time management: Working in a gaushala helps in time management. This is because it a work related to animals and each work needs to be done on time.

Social immersion program made me realize how actually the society is and what all are the problem in and around the places and what we can do. Social immersion program made me learn that in a life it is necessary to do and contribute towards the society and take up a cause and contribute in finding a solution which will benefit the people and animals in the society.

CHAPTER – 5

FUTURE OUTCOMES OF ACTION

- Visiting the gaushala during holidays, especially during Sundays and Festival as lot huge number of visitors arrive during those days. Gaushala need more volunteers on these days to handle the visitors.
- Creating awareness about the NGO in and around Bengaluru, as local people can visit and spend time.
- Inviting schools to gaushala as a 1 day tour as suggested by manager.
- Help the NGO in providing information about new technology to improve service to animals.
- Enrolling more volunteers from friends and family circle.
- Saving any injured and abandoned animals by shifting them to animal welfare NGOs.

BIBLIOGRAPHY

- <https://pranidaya.org/>

ANNEXURE

WORKDONE DIARY SUMMARY

Madhan Kumar C S

P18FW21M0123

Akhila Karnataka Prani Daya Sangha

Bengaluru

WEEK – 1 (26/12/2022 to 31/12/2022)

In the first week of the immersion the manager informed and explained me about various activities that are to be conducted. The first activity that conducted was filling the dry manure in bags and packing them and storing them in godown. Then on second day the task was to clean the shed and feed the animals. 3rd day was to provide information to the visitors. On 4th day the doctor arrived to treat the weak bull, assisted the doctor to treat the bull. On 5th day with the help of a volunteer, we both removed the woollen fleece of the sheep that was over grown. On 6th day lorry and JCB arrived to load the manure. Recorded the time and number of loads of manure filled and submitted it to the management.

WEEK – 2(02/01/2023 to 07/01/2023)

In the second week of the immersion I was familiar with the activities of the Gaushala. On the 1st day of second week cleaning the garden in the Gaushala was done. On the 2nd day preparation of concentrated feed in the form of laddu to cattle. On 3rd day observation of milking procedure and checking the level of cleanliness maintained. On 4th day preparation of herbal medicine as per doctor instruction and applying it animals as doctor instructed us. On last 2 days the children from EURO Nursery visited to the Gaushala. We guided and explained the kids and staff about the animals. On last day we applied halter to cows and bulls.





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