SOCIAL IMMERSION PROGRAMME - 2022

PROCEEDINGS

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SOCIAL IMMERSION PROGRAMME

Programme Overview

MBA Program of RV Institute of Management provides a holistic learning to gain managerial skills. The program emphasis on blended skills sets of both conceptual and analytical reasoning while providing the students with platform to improve their communication skills, computer proficiency and ability gain insights into the business world.

Social Immersion Program is one such holistic experiential learning program for the first year MBA students. In this program the students are sensitize on civic and community issues. The learning for the students from this program are more than one as also makes the students enhance their ability to develop an inclusive mindset and develop 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.

Syllabus and Programme Structure

I. INTRODUCTION

Each student should undertake the social immersion programme immediately after the second semester examination for the duration of two weeks and submit a hard bound copy of the report before commencement of 3rd 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

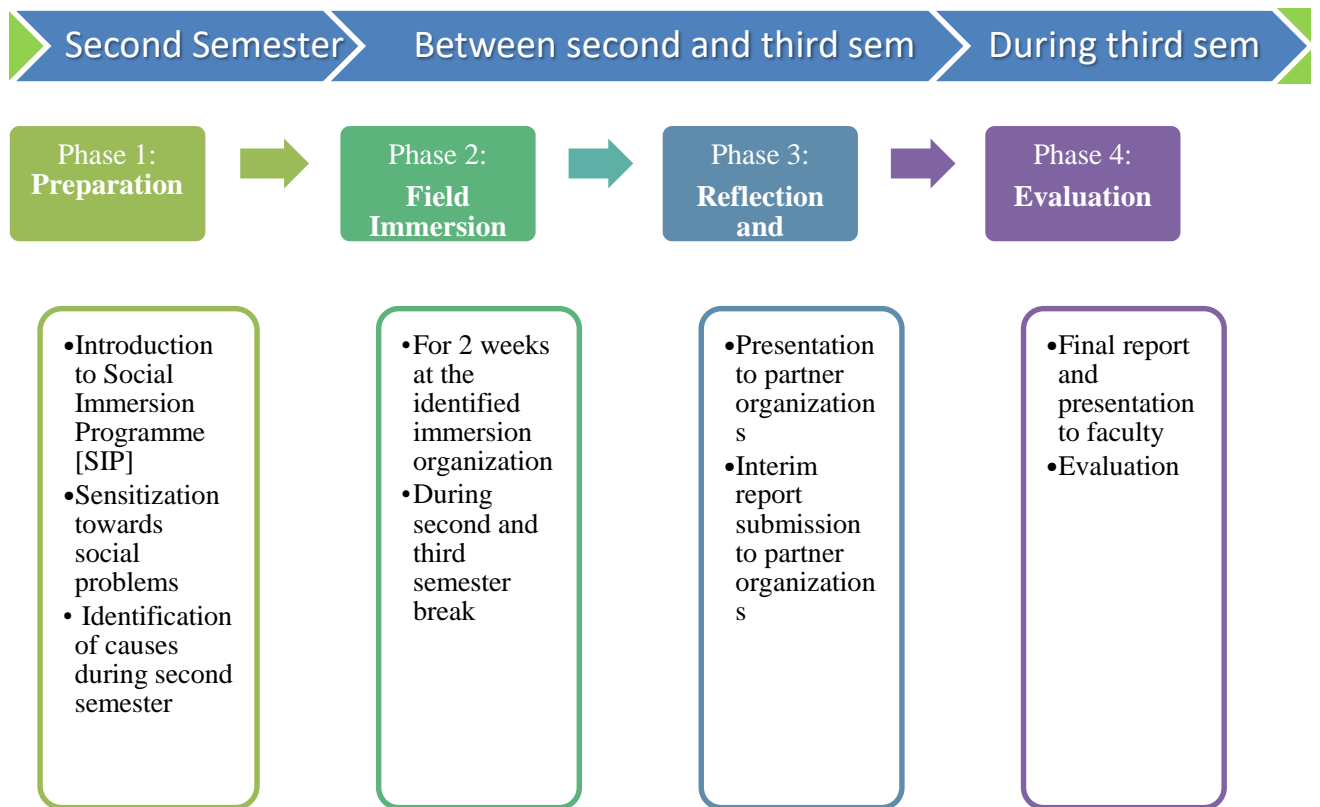**Course Outcomes: After successful completion of this course, the student will be able to**
CO1: Develop better citizenship by knowing, understanding and finding creative and sustainable solutions for pressing problems and issues faced by NGOs/ Community/Society
CO2: Build interpersonal development, particularly the ability to work well with others, and build leadership and communication skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	-	1	2	1	3	-	2	2	3	2
CO2	3	-	3	1	-	3	-	-	2	3	2

Timeline

Second Semester	Between second and third sem	During third sem

Phase 1: **Preparation**	→	Phase 2: **Field Immersion**	→	Phase 3: **Reflection and**	→	Phase 4: **Evaluation**

• Introduction to Social Immersion Programme [SIP] • Sensitization towards social problems • Identification of causes during second semester	• For 2 weeks at the identified immersion organization • During second and third semester break	• Presentation to partner organizations • Interim report submission to partner organizations	• 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;

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 format)
- Annexure – Workdone diary Summary Format – Week 1 & 2, Photographs, Social Media Posts, URL

Social Immersion Program

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 / Organizations
- Major Activities of the NGO

1 B – SPECIFIC CAUSE IDENTIFIED IN THE NGO

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].

CHAPTER 5 – FUTURE COURSE OF ACTION (Length of the chapter 1 page)

Future course of action explained in the chapter on the ways he / she would remain associated with the cause and NGO post the social immersion program.

Note: The number of pages of the report should be minimum 10 pages and not exceed 16 pages.

Evaluation of Social Immersion

SEE			INTERNAL		
Sl. No	Particulars	Marks	Sl. No	Particulars	Marks
1	Viva-voce by External Examiner	10 marks	1	SDP on ESG	5 Marks
2	Overall Quality of the Report	15 marks	2	Documentary Video on overall immersion experience [<5 Minutes]	5 marks
3	Overall Quality of the Presentation	15 marks	3	Quality of Immersion & report assessed by Internal Faculty Mentor	10 Marks
4	Appreciations & Recognitions by Immersion Organisation	10 marks	4	Immersion Diary	10 marks
			5	Internal Faculty Mentor Interactions & Submissions	10 marks
			6	NGO Mentor Interactions	10 marks
	SEE	**50 Marks**			**50 Marks**

SOCIAL IMMERSION PROGRAMME

PROGRAMME DELIVERY REPORT

BATCH 2021-23

ORIENTATION PROGRAMME ON SOCIAL IMMERSION-A TWO DAY STUDENT DEVELOPMENT PROGRAM

Student Development Program on social immersion was organized to orient the students on social immersion. Students of second semester participated in this program, through this two day orientation the students got an understanding on the importance and method to be used to during their Social Immersion and to convey the objective of social immersion programme – to provide an exposure to students to the problems of Rural/Urban/NGOs/Government or any other social issues of the society and enhance their status through capacity building. Student will work on this immersion programme during their second semester break and submit the report for evaluation in the third semester.

Orientation program sessions were delivered by the resource persons from Lets Tag on Team –the workshop was delivered on four themes to enable students to discover the social causes and challenges that are prevalent in the society – FEEL, DESIRE, IMAGINE, SHARE.

- *FEEL concluded with their presentation of the teams chosen social cause.*

- *DESIRE- the second stage in the workshop allowed the students team to collect more information on the chosen cause by using Google search and presenting the appropriate means of offering solution to the cause identifies by the team. The resource person assisted the student with the source of information that they need to use to get authentic information on the social assistant available for the social cause the students are working on.*

- *IMAGINE – team in this stage brain-stormed within the group to list out all the possible ways of solving the social cause on which the team plans to work.*

- *SHARE- Student team had to plan ways of seeking collaboration and work in groups to offer the solution to the beneficiaries. Students at the end of workshop were given an understanding that there is a dual outcome to this workshop one being that - working for a social cause can bring major changes and impact several lives with more collective effort of the entire team. Possessing a socially conscious self was the need of the hour. Secondly, as part of the course social immersion is an experiential project that will help them to learn by their own experience and it will not be just another inferred project*

HIGHLIGHTS OF THE

SOCIAL IMMERSION PROGRAM

Social Immersion Program an internship with social organisation for the batch 2021-23 was conducted between 24th of December to 6th Jan'23. The students are encouraged to build on volunteered and worked for varied social and civic conscious causes and spent two weeks working closely with the NGO and social organisation.

During the two week immersion students participated in the day to day activities of the NGO or Social organisation. Students did varied activities to name some

— Teaching and caring for young children after their school hours, offered tutor classes, training classes on English language and other cultural activity training classes.

— Caring for the elderly, spending time and providing wellness and yoga practice sessions.

— Caring for animals and tending to them at special clinics and grooming them. To revisiting the primary schools of our student's school days and preparing a class content and teaching aids to the class students.

Highlights of the Programme

Faculty mentors visited their students during the immersion to their mentees NGO and saw the work done by their mentees and interacted with the NGO inmates and staff. During these interaction faculty feedback was very reassuring that the students were involved in the activity that they had taken up in the NGO and they also showed interest to continue their volunteering with the NGO on a regular basis.

A total of 167 NGO were involved in the Social Immersion Program Student Volunteers worked more than hundred social causes :

- Animal Welfare
- Child Education
- School Education and Infrastructure up keep
- Old and senior citizen welfare
- LGBT Rights
- Well fare of differently –abled Students
- Government School Improvement
- Soft skill Training to Government School children
- Training Children at Orphanages

- Yoga and Wellness training for Senior Citizens

LEARNING OUTCOME OF THE PROGRAMME

- *Develop better citizenship by knowing, understanding and finding creative and sustainable solutions for pressing problems and issues faced by NGOs/ Community/Society*
- *Build interpersonal development, particularly the ability to work well with others, and build leadership and communication skills.*

STUDENTS LEARNING:

Vinit Shah Student of first year MBA Batch 2021-23 worked for his SIP at Sanskrutik Raksha Samithi Surat this NGO works for the welfare of the cows wounded

Jatin Desai student of first year MBA worked for People for Animals, Goa, and this NGO works for stray animal care

Director