



RAMAIAH

College of Arts, Science &
Commerce

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M S Ramaiah College of Arts, Science and Commerce

Re-accredited 'A' by NAAC, Permanently Affiliated to Bengaluru City University,

Approved by Government of Karnataka, Approved by AICTE, New Delhi,

Recognized by UGC under 2f & 12B of UGC act 1956



(National Institutional Ranking Framework, Ministry of Education, Govt of India)

Ranked 62nd in NIRF India Ranking by MHRD, New Delhi

DBT Star College Scheme

DEPARTMENT OF HUMANITIES

Topic: Trip Report

Event	College Trip
Starting date of event	16 -June-2022
Duration of event (in days)	3 days
Name of the event organizing department	Department of Humanities
Sponsor of the event	NA
Committee members	NA
Chief Guest/ Guest of Honor	NA
Name of the speakers with affiliation	NA

Report on the College Trip:

Event Objective:

1. To explore the student in the field of photography.

The Department of Humanities organised a college trip to Dandeli, Doodhsagar and Karwar for 3 a day, 2 night trip with about 80 students and 4 faculty members.

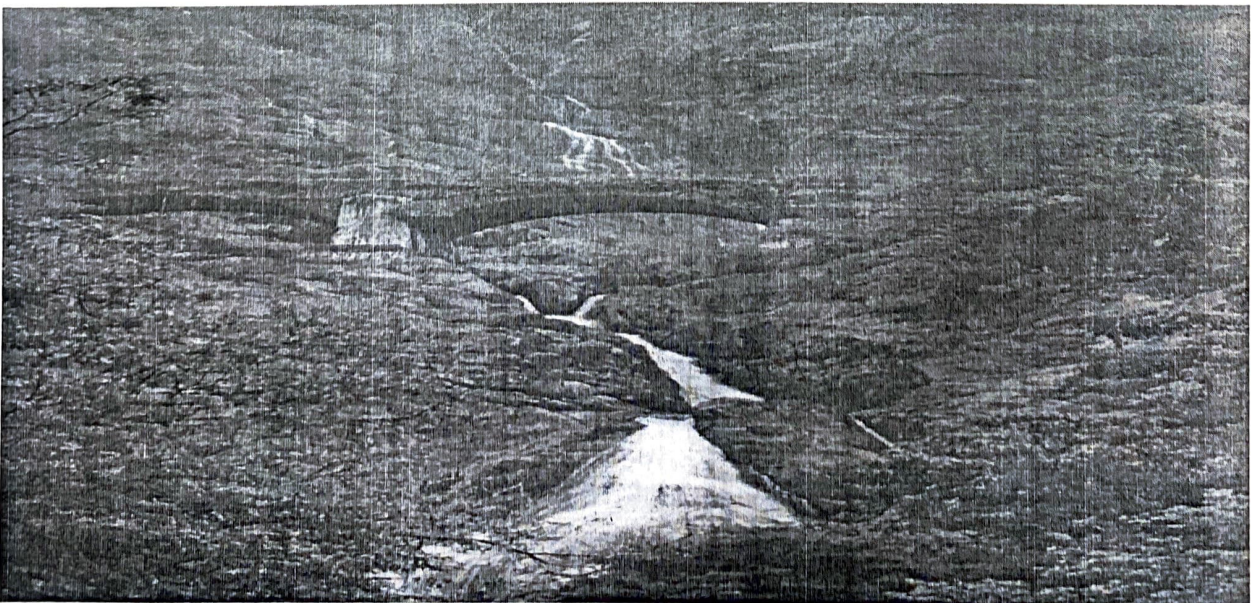
On 16th June 2022, the trip started at around 9pm. The students and the faculty members assembled in the college campus where 2 buses were already present. Once the attendance and luggage were put into place this adventurous journey began. The bus was as much fun as the places we were going to visit, the bus was equipped with a music system and it awakened our inner dancers. Even the bus ride turns into a party if one is with the right people. After travelling for about 2 hours, the bus stopped for the tourists to have dinner at their own expense.



The following morning we arrived at Dandeli where the Bison River resort was booked for accommodation. It was a beautiful resort surrounded by jungle with spacious airy rooms and a beautiful view of the river. The boys and the girls were allotted separate rooms with a group of 6 for the boys and a group of 5 for the girls. This was followed by water activities in the river which included

boating, kayaking and zorball. This was followed by lunch, we were asked to get as much rest as possible because we would be trekking the next day. We were again called for dinner around 9pm, here we were informed that we would be leaving for Doodhsagar trek at midnight and so we started to prepare for a Trek we'll remember for the rest of our lives.

We started at 1am by bus to the Goa border, here we were received by the local bus of Goa which again dropped us at the Doodhsagar Trek point, from here we were told that we would be trekking for about 4 kilometres on railway track after which we will find a jungle trail on which we will have to Trek another 10 kilometres. Due to some unforeseen circumstances the jeep rides that we were supposed to take were cancelled. Some of us were put in a tight spot but as a group we did not lose heart, so we started to Trek on the railway track and whenever anyone heard a train they would announce and everyone was supposed to get off the tracks wait for the slow moving train to pass and then continue with the trek, we were met with the jungle trail after about 4 kilometres, unfortunately it had rained the day before and it only made the situation difficult for us, the trail was slippery and full with water puddles, we fought our way through slipping and falling and having our shoes filled with sludge and water.



awakened by shouts from people and our bus moving without control, we realised that the brakes have failed, the bus was somehow stopped and then a mechanic was called, the bus was repaired that took about 4 hours to get everything straight. We finally reached Dandeli, late but safe. We freshed up had dinner and went to sleep because our bodies were not capable of doing anything more.

The following day we left for Karwar we arrived at around 11 o'clock. We had lunch at the war memorial museum and visited the museum which was inside a warship that was used for the 1971 Indo-Pak war. We looked at the equipment, the engine the firearms and it was all very interesting. This was followed by the visit to the beach which was beautiful. We played in the sand and the water. This was relaxing and liberating. We left Karwar after dinner to reach Bangalore the next day.

The trip was a memorable and adventurous. The people and the places will be etched in our memories for the rest of our lives.



Head, Dept. of Humanities,
Ramaiah College of Arts, Science
and Commerce, Bangalore-560054



Principal,
M.S. Ramaiah College of Arts, Science & Commerce
MSRIT Post, MSR Nagar
Bangalore - 560 054



Ref. No. : RCASC/MBA/CIR/041/2021-22

June 1, 2022

DEPARTMENT OF MANAGEMENT STUDIES

CIRCULAR

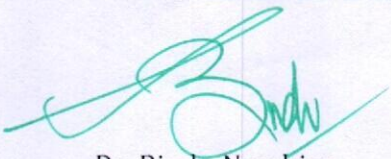
INDUSTRIAL VISIT

Students of I Semester (Batch 2021-23) are hereby informed that an Industrial visit is scheduled as follows :

Reporting Time : 6.00 am
Date : 6th June, 2022
Boarding place : College premises, Near Ramaiah Polytechnic entrance.
Place of Visit : Maddur

Kindly Note :

1. Breakfast, Lunch & Refreshments will be provided.
2. Students are hereby directed to be present in full uniform with ID Cards & report on time.
3. Students are required to assemble at the boarding place only.
4. Attendance is mandatory for all the students.


Dr. Bindu Nambiar
Dean - Management Studies

DEAN

**Management Studies
M.S. Ramaiah College of
Arts, Science & Commerce
MSR Nagar, MSRIT Post
BANGALORE-560 054.**

STIN : 29AYEPM8508K1ZW



'THE TRAVEL SHOPPE'

Mobile : 9845563000

9900628581

E-mail : manjulahs1@gmail.com

20, BEML Layout, 3rd Stage, Gattigere Main Road Extn, Rajarajeshwari Nagar, Bengaluru - 560098.

Date : 25.5.2022

Ref. To,
DEAN,
M.S. RAMAIAH COLLEGE OF ARTS, SCIENCE AND COMMERCE,
DEPARTMENT OF MANAGEMENT STUDIES
BENGALURU,

Dear Sir,

We "Barbies Dreams" take the pleasure in introducing ourselves as one of the leading and reputed education tours and Industrial visit organizers for all categories of students from BBM, Biotechnology, Fashion Technology, MBA, Environmental Science, M.Com, B.Sc, B.Com & Engineering sections. We are arranging Industrial visit with major companies, who give the best industrial knowledge and real-time exposure during industrial visit.

We have organized visits to colleges such as Christ University, KLE, B.H.S, NMKRV, M.S. Ramaiah Groups, Surana, S.S.M.R.V, MVJ, BMS, SJRC, Ramana Shri College of Management, Baldwin, St. Ann's College, R.R.College of Management, VVN-IMTR, Siddaganga College of Management, Basaweshwara College, S.L.N. College, PES College, Mount Carmel College, Lalbahadur Shastri Govt. First Grade College, Don Bosco College, Govt. R.C College, Community Institute of Management Studies, Vijaya college, Global Institute of Management Sciences, Brindavan College, Oxford College, T.John College, A.P.S, College, Christ College, St Joseph College- Tiruchirapalli, Indian Academy, Shri Venkateshwari Engineering College, Manorama College- Gadag, MES College, VET College, HKES College, Maharani Lakshmi Ammanni College, Al-Ameen College, Vivekananda College, R.V.Institute of Management, Indo Asian Academy, Williams International College, Global Academy of Technology, Sindhi College, Presidency University, AVK College, Hill Side Institution, SDM College, Mysore, Mar Athancious College Tiruvalla Kerala, The Kingdom College, etc.

We are organizing the industrial visits and other visits from past 15 years.

In connection with the discussion had with you regarding Industrial visit, please find below the details.

Date :- 06th June 2022 Departure Time :-6.30 AM Arrival Time :- 7.00 PM

Morning Session :- 10.30 AM to 12.30 PM - WELSPUN CORP LTD.

Afternoon Session :- 2.30 PM to 4.00 PM - HITEN FASTNERS PVT LTD.

Rate per Head :- 1150/- + 5% GST

The above rate Includes Veg. Food, Transportation Tourist Bus NON-AC, Minimum 60 Students, 2 Lecturers complimentary. Bring ID card. During industrial visit wearing the uniform with shoes is compulsory.

Payment details: 50% amount advance for making arrangements and the rest of the amount should be paid before starting the journey from Bangalore.

Note: We request you kindly appoint a staff from your side exclusively to take care of the students belongings, our company will not be taking the responsibilities of the luggage's, belongings, costly items, mobiles, cameras etc. which belongs to the party. If any damages happen from the students to the bus the damaged cost has to be borne by the party. We request you to kindly cooperate with us in this matter.

We assure you the best service from our end.

Thanking you,

Yours sincerely,
For Barbie's Dreams

(Manjula.H.S)
Proprietor

GSTIN : 29AYEPM8508K1ZW

Barbie's
Dreams
'THE TRAVEL SHOPPE'

Mobile : 9845563000

9900628581

E-mail : manjulahs1@gmail.com

20, BEML Layout, 3rd Stage, Gattigere Main Road Extn, Rajarajeshwari Nagar, Bengaluru - 560098.

Ref. To,
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M.S. RAMAIAH COLLEGE OF ARTS, SCIENCE AND COMMERCE,
DEPARTMENT OF MANAGEMENT STUDIES
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We assure you the best service from our end.

Thanking you,

Yours sincerely,
For Barbie's Dreams

Manjula H.S.

(Manjula.H.S)
Proprietor



RAMAIAH
College of Arts, Science
& Commerce

Ref. RCASC/MBA/123/2021-22

19-05-2022

DEPARTMENT OF MANAGEMENT STUDIES

To

HR manayu
welspun corp ltd
maddur

Dear Sir / Madam,

Sub : INDUSTRIAL VISIT FOR THE ACADEMIC YEAR 2021-22

As a part of the curriculum of the Bangalore City University, our post graduate program (MBA) students required to gain practical exposure to the functioning of business organizations in various sectors and need to visit various industrial houses / factories, etc. for this purpose.

In this regard, we would be grateful if you can kindly allows 60 students to visit your industry / organization on _____. They will be will be accompanied by two faculty members and we will be grateful, if you can extend your cooperation.

We request you to grant us permission to visit your organization and study its working, processes and systems. Our students will be benefitted by your expertise and knowledge sharing, as practical aspects of business can enrich their learning experience.

Looking forward for a positive response from your end.

Thanks & Regards,

Dr. Bindu Nambiar
Dean – Management Studies

DEAN
Management Studies
M.S. Ramaiah College of
Arts, Science & Commerce
MSR Nagar, MSRIT Post
BANGALORE 560075

Date of Visit :-

19/05/2022

06th June 2022 / 7th June 2022

Any One Date

Welspun Corp Limited
Plot No - 58, Part - 1,
KIADB Industrial Area,
Gejjalagere, Maddur Taluka,
Mandya District - 571 428.

M S Ramaiah Nagar
MSRIT Post
Bengaluru - 560 054

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E principal.msrtcasc@gmail.com
W www.msrtcasc.edu.in

M S Ramaiah College of Arts, Science and Commerce
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RAMAIAH
College of Arts, Science
& Commerce

Ref. RCASC/MBA/123/2021-22

19-05-2022

DEPARTMENT OF MANAGEMENT STUDIES

Can visit us on 6/7 June 2022

To

*Mrs. preethi Sai Kumar
HITEN FASTENERS
Somanahalli
Naddur*

For HITEN FASTENERS PVT. LTD.
Preethi Sai Kumar
Authorised Signatory

Dear Sir / Madam,

Sub : INDUSTRIAL VISIT FOR THE ACADEMIC YEAR 2021-22

As a part of the curriculum of the Bangalore City University, our post graduate program (MBA) students required to gain practical exposure to the functioning of business organizations in various sectors and need to visit various industrial houses / factories, etc. for this purpose.

In this regard, we would be grateful if you can kindly allows 60 students to visit your industry / organization on _____. They will be will be accompanied by two faculty members and we will be grateful, if you can extend your cooperation.

We request you to grant us permission to visit your organization and study its working, processes and systems. Our students will be benefitted by your expertise and knowledge sharing, as practical aspects of business can enrich their learning experience.

Looking forward for a positive response from your end.

Thanks & Regards,

Date of Visit :- 27th May 2022

or

06th June 2022 / 7th June 2022

Any One Date

[Handwritten Signature]

Dr. Bindu Nambiar
Dean - Management Studies

**DEAN
Management Studies
M.S. Ramaiah College of
Arts, Science & Commerce
MSR Nagar, MSRIT Post
BANGALORE - 560 054**

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RAMAIAH
College of Arts, Science
& Commerce

Ref. RCASC/MBA/123/2021-22

19-05-2022

DEPARTMENT OF MANAGEMENT STUDIES

To
MR. K. L. Prabhu
Dattadamma Triggery Factory
Kudurugundi
Maddur.

Permitted
00/07/2022
K.L. Prabhu

Dear Sir / Madam,

Sub : INDUSTRIAL VISIT FOR THE ACADEMIC YEAR 2021-22

As a part of the curriculum of the Bangalore City University, our post graduate program (MBA) students required to gain practical exposure to the functioning of business organizations in various sectors and need to visit various industrial houses / factories, etc. for this purpose.

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Looking forward for a positive response from your end.

Thanks & Regards,

Dr. Bindu Nambiar
Dean - Management Studies
DEAN
Management Studies
M.S. Ramaiah College of
Arts, Science & Commerce
MSR Nagar, MSRIT Post
BANGALORE 560 054

Date of Visit :-

or

06th June 2022 / 7th June 2022
Any One Date

6th June 2022

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Bengaluru - 560 054

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Ref. No. : RCASC/MBA/CIR/007/2021-22

December 16, 2021

DEPARTMENT OF MANAGEMENT STUDIES

CIRCULAR

Students of III Semester (Batch 2020-22) Marketing Major (Rural & Green Marketing) are hereby informed that a field study visit is scheduled to be conducted, the following are the details :

Place : Kadashettarahalli, Kunigal Taluk, Tumkuru.
Departure : 6.30 am, 17th December, 2021
Boarding place : College premises, Near Polytechnic entrance.

Attendance is mandatory for all the RGM students.

Dr. Bindu Nambiar
Dean - Management Studies



RAMAIAH

College of Arts, Science
& Commerce

Ref. RCASC/MBA/30/2021-22

December 18, 2021

DEPARTMENT OF MANAGEMENT STUDIES

To,
Mr. Srinivas
KDDC TRUST
Kadashettarahalli
Kunigal Taluk

Dear Sir,

We express our immense pleasure on giving practical exposure during the field visit on Rural and Green Marketing concepts conducted on December 17, 2021.

We are enclosing a Cheque for Rs. 6,000/- (Rupees Six Thousand only) in favor of KDDC Trust as a donation. Kindly acknowledge.

We are honored to have you with us and we look forward for more fruitful association with you in the future.

Thanks & regards,

Dr. Bindu Nambiar
Dean - Management Studies

PROFORMA FOR REPORTING AZADI KA AMRIT MAHOTSAV (AKAM) EVENTS

Particulars	Details				
Name of Institute	Ramaiah College of Arts, Science and Commerce				
PID	1-32779251	District	Bangalore Urban	State	Karnataka
Name of event	Outreach Program "Jnana"				
Start date of event	1 st December'2021				
End date of event	9 th December' 2021				
Theme of event	Actions@75				
Description of event	Donation drive conducted by the students of Department of Management Studies (MBA). Books and stationery items collected from the students along with cash contribution and food items were distributed to the children of Rohi Foundation.				
Nature of participation in event	Only participation from within the Institute (no public)				
Expected number of participants in event	15				
VIP attendees (if any)	NA				
Associate partners	Ministry #1: NA		State/UT#1:	NA	
	Ministry#2:NA		State/UT#2:	NA	
	Ministry#3:NA		State/UT#3:	NA	
Mode of Event	Offline Event (in-person participation)				
Mode of advertisement of event	Social Media Other mode (Posters & Circular)				

 (Signature) Principal,
Name of Principal: S. Ramaiah Nagarathna MSRIT Post, MSR Nagar Bangalore - 560 054
Email ID: principal.msrmcsc@gmail.com
Phone number: 080 - 23600966, 23608597

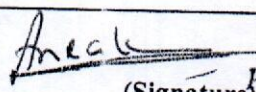
PROFORMA FOR REPORTING AZADI KA AMRIT MAHOTSAV (AKAM) EVENTS

Particulars	Details				
Name of Institute	Ramaiah College of Arts, Science and Commerce-Department of Management Studies				
PID	1-32779251	District	Bangalore	State	Karnataka
Name of event	World Mental health day-Swashtha 2021				
Start date of event	11 October, 2021				
End date of event	1 day event				
Theme of event	<ul style="list-style-type: none"> ▪ Actions@75- Arogya Bharat 				
Description of event	The event helped the student fraternity to understand the importance of mental health and the different ways to prevent and control stress.				
Nature of participation in event	<ul style="list-style-type: none"> ▪ Only participation from within the Institute (no public) 				
Expected number of participants in event	55				
VIP attendees (if any)	Dr.Hemendra Singh (Nimhans)				
Associate partners	Ministry #1:	NA	State/UT#1:	NA	
	Ministry#2:	NA	State/UT#2:	NA	
	Ministry#3:	NA	State/UT#3:	NA	
Mode of Event	<ul style="list-style-type: none"> ▪ Online Event (webinar, virtual event) 				
Mode of advertisement of event	<ul style="list-style-type: none"> ▪ Social Media ▪ Other mode 				

 (Signature)
Name of Principal / Director: Dr. A. Nagarathna MSRIT Post, MSR Nagar Bangalore - 560 054
Email ID: principal.msrtcasc@gmail.com
Phone number: 080 - 23600966, 23608597

PROFORMA FOR REPORTING AZADI KA AMRIT MAHOTSAV (AKAM) EVENTS

Particulars	Details			
Name of Institute	Ramaiah College of Arts, Science and Commerce			
PID	1-32779251	District	Bangalore	State Karnataka
Name of event	Field Study in association with KDDC Trust, Kadushettihalli, Kunigal			
Start date of event	17 December 2021			
End date of event	17 December 2021			
Theme of event	▪ Achievements@75 (Sub theme: Village@75)			
Description of event	A rural marketing field study was organized to Kadushettihalli, Kunigal, Tumkur district as a part of experiential learning to understand the pricing strategies adapted by farmers/sellers, role of government and NGOs in rural areas, ICT in rural markets, problems faced by farmers in selling the commodities etc. The students interacted with the farmers, buyers and sellers at Santhe (local market) to understand the rural marketing systems, methods of pricing adapted, rural supply chain management and other related concepts practically. Students learned about the initiatives undertaken by the Government and NGOs to empower the rural markets, their reach and acceptability among the rural population. Students also understood the role of ICT in rural areas.			
Nature of participation in event	▪ Only participation from within the Institute (no public)			
Expected number of participants in event	19 students and 1 faculty			
VIP attendees (if any)	NA			
Associate partners	Ministry #1:	NA	State/UT#1:	NA
	Ministry#2:	NA	State/UT#2:	NA
	Ministry#3:	NA	State/UT#3:	NA
Mode of Event	▪ Offline Event (in-person participation)			
Mode of advertisement of event	<ul style="list-style-type: none"> ▪ Social Media ▪ Other mode(Circular) 			

 (Signature) Principal, M.S. Ramaiah College of Arts, Science & Commerce MSRIT Post, MSR Nagar Bangalore - 560 054
Email ID: principal.msrmc@gmail.com
Phone number: 080-23600966/ 23608597



DEPARTMENT OF MANAGEMENT STUDIES

SCHEDULE FOR FIELD STUDY

Date: 17 December 2021

Place: Kadushettahalli, Kunigal, Tumkuru

Dear Sir/Madam,

This Interview schedule is intended to collect data related to the Rural marketing systems as a part of experiential learning of the course Rural and Green Marketing of MBA Program only. The responses collected will be used for academic purposes only.

1. Name of the Seller: _____
2. Age: _____
3. Gender: _____
4. Type of seller:

a. Farmer	d. Wholesaler
b. APMC Merchant	e. Retailer
c. Haat/Mandi Merchant	f. Agent
g. Others: _____	
5. Name of the commodity intended to sell: _____
6. MSP (INR): _____
7. Sales price: _____
8. Type of customers intended to sell (Middlemen/ Wholesalers/ Retailers):

9. Rate the following statements (on a scale of 5):

- a. Satisfaction of price of the commodity as per MSP.

1	2	3	4	5
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- b. Infrastructural and other facilities provided by the government or APMC

1	2	3	4	5
---	---	---	---	---

- c. Ease of commute to the santhe.

1	2	3	4	5
---	---	---	---	---



10. Distance of santhe from the place of production.
- a. 0-25 kms
 - b. 25-50 kms.
 - c. 50-75 kms
 - d. More than 75 kms
11. Are you aware of any Government/NGO based mobile applications to sell commodities?
- a. Yes
 - b. No
12. If yes to question no. 11, name them _____
13. Rate your satisfaction level of using these apps.
- a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Not Satisfied
 - e. Highly not satisfied
14. Are you a member of any cooperative society?
- a. Yes
 - b. No
15. If yes, please specify _____
16. Rate your satisfaction of the farmer's cooperative societies.
- a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Not Satisfied
 - e. Highly not satisfied
17. Rate your satisfaction on the role of NGOs in rural areas.
- a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Not Satisfied
 - e. Highly not satisfied
18. Rate your satisfaction of the amenities available around APMC.
- a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Not Satisfied
 - e. Highly not satisfied
19. Do you receive any financial assistance from the Government in the production cycle or to sell the crops?
- a. Yes
 - b. No
20. Are you aware of contract farming? If yes, please specify the company _____
21. Are you getting regular updates on market price of crops?
- a. Yes
 - b. No

DEPARTMENT OF MANAGEMENT STUDIES

SCHEDULE FOR RURAL AND GREEN MARKETING

Date: 17 December 2021

Place: Kadushettahalli, Kunigal, Tumkuru

Dear Sir/Madam,

This questionnaire is intended to collect data related to the Rural marketing systems as a part of experiential learning of the course Rural and Green Marketing of MBA Program only. The responses collected will be kept confidential. Kindly respond to all the questions to the best of your knowledge.

1. Name of the Seller: _____
2. Age: _____
3. Gender: _____
4. Occupation: _____
5. Income level and frequency: _____
6. Are you associated with any other economic activities (animal husbandry etc.)
7. Do you own the land used for cultivation
 - a. Yes
 - b. No
8. Name of the crop intended to produce: _____
9. MSP (INR): _____ (approx.)
10. Quantity produced per acre of land: (in Kg/Qt)
11. Are you involved in any other business? If yes, please specify _____
12. Where do you sell the crops produced?
 - a. Mandi
 - b. Haats
 - c. APMC
 - d. Santhe
 - e. Industrial processing
 - f. Agent
 - g. Others _____
13. Are you satisfied with the price you get for the crops sold?
 - a. Yes
 - b. No
14. Are you involved in contract farming? If yes, specify the company _____
15. Are you aware of the following ICT in rural areas:

- a. eSagu
- b. Farmer's portal
- c. Kisan Call Center
- d. Kisan Sanchar
- e. Others _____

16. Name the schemes that are provided by the Government _____

17. Were you able to sell crops/ involve in economic activities during the lockdown?

18. What were the problems faced by you during the pandemic?

- a. Loss of crop
- b. Unable to harvest due to lockdown
- c. Others: _____

19. Rate your satisfaction level of the Government's role in improving the agricultural sector.



**FIELD STUDY VISIT TO "KADASHETTAHALLI, KUNIGAL TALUK"
CONDUCTED ON 17TH DECEMBER 2021**

Sl. No.	USN	Name of the Student	Sign
1	MB202401	Aghilramesh	
2	MB202411	Bhoomika Bilgar	
3	MB202413	Don P Benny	
4	Mb202414	Faizan Wani	
5	MB202416	Iliyas Huilgol	
6	MB202417	Jashma K J	
7	MB202420	Kavya B P	
8	MB202421	Khadagi Dhanashri Bhagavatrao	
9	MB202422	Kiran Shankar Nayak	
10	MB202423	Kuriakose Jacob	—
11	MB202427	N Varun	
12	MB202435	P. Fareed Baba	
13	MB202438	Raunaq Das	—
14	MB202443	Samiksha Joshi	—
15	MB202445	Sreeparvathi. S	
16	MB202447	Sripathisharma N Sastry	
17	MB202448	Srisantosh P S	
18	MB202449	Sumitkumar	
19	MB202450	Surya TS Nair	

EVENT COMPLETION REPORT

SECTION A: Event Details

Event	Field study at Kadushettihalli, Kunigal
Date	17 December 2021
Duration	1 day
Organising Department	Department of Management, RCASC
Committee members	Dr. Bindu Nambiar Mr. Ajay Krishna A
Trainer	Mr. Srinivas, Secretary, KDDC Trust

SECTION B: Event report

The Department of Management Studies, Ramaiah college of Arts, Science and Commerce organized a one-day field study at Kadushettihalli, Kunigal taluk, Karnataka for the students studying 3.3.1: Rural and Green Marketing as a part of experiential learning on 17th December 2021.

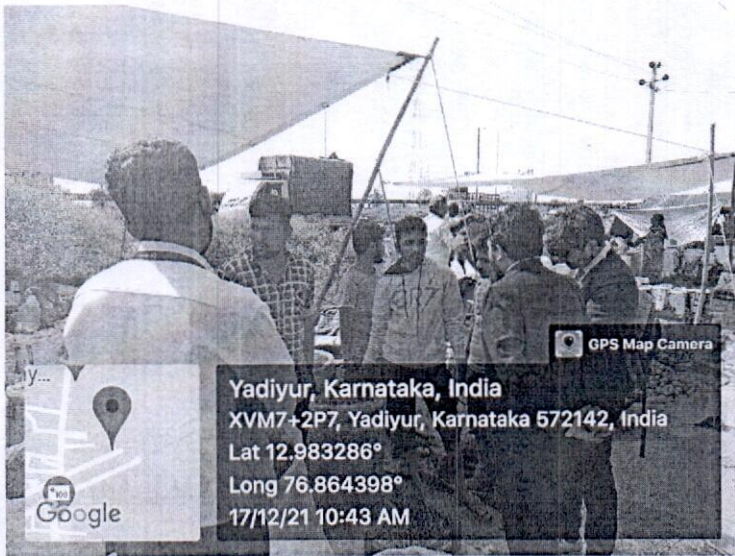
To substantiate the classroom learning, students were provided an opportunity to visit the *Santhe*, which refers to a weekly market in the regional language. Students interacted with the buyers and sellers of rural markets to understand the buying behaviour, consumption pattern, preferences, spending habits, the reach of Government initiatives, impact of pandemic etc. Students were grouped in a way in which there was at least one student who was able to understand and interact in regional language, Kannada. A questionnaire (Annexure) was formed by students and was used to collect the data to arrive at conclusions. Students interacted with the sellers who of commodities like: groceries, cereals, pulses, FMCG, vegetables, fruits, snacks, dry fish. In addition, students conversed with the customers who visited the Santhes from the nearby places.

Students then visited a nearby Government school and interacted with the teachers and students to understand the impact of pandemic on the usage of ICT in education rural areas. The headmaster along with the teachers of the school gave an overview about the perception of parents and students about online classes, rigidity in spending habits, availability of smart phones/ laptops for students.

Later, a visit was paid to the nearest water reservoir, Markonahalli Dam engineered by Sir. M Vishveshwaraiah to study the availability of natural resources to the farmers to grow crops. Students interacted with the medical staff of the weekly medical camp, which is conducted every Friday by National Mobile Medical Unit Services by National Health Mission. During this interaction, students understood the effectiveness of such programs and utilization by the rural population.

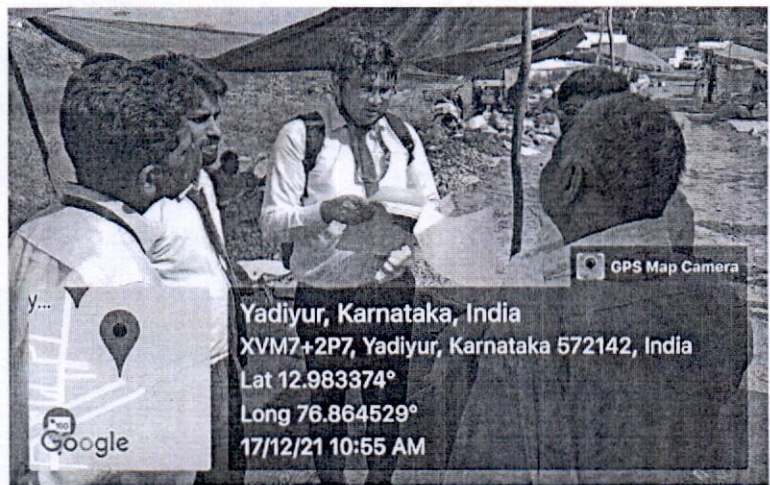
Students interviewed the farmers on field who were engaged in the agricultural activities like harvesting the crops (ragi and paddy). Students tried to get an overview about their income level, income from non-agricultural activities like poultry, cattle rearing etc., availability of infrastructural facilities, support from the Government and NGOs, usage of ICT, impact of pandemic on the agricultural sector, concerns faced by the farmers to sell the produces during lockdown.

SECTION C: PHOTOS



Student interacting with sellerst
at a *Santhe*

Our students Varun N and Sumith
Kumar interacting with a buyer at a
Santhe with Mr. Ajay Krishna A





Students interacting with the Dam operator at Markonahalli Dam.

Mr. Srinivas, KDDC along with the Head master, Government school, Kadashettihalli explaining about the ICT usage in the Government school

