

## **BEST PRACTICE OF THE INSTITUTION**

### **Best Practice 2**

#### **Integrated formation through Rural Camp (Gramadarshan) and National Management Fest (Karmanta) every year**

##### **1. Title of the Practice:**

**Integrated formation through Rural Camp (Gramadarshan) and National Management Fest (Karmanta) every year**

##### **2. Objectives of the Practice:**

These two programs are the two sides of the professional formation. The Gramadarshan (Rural Camp) has an institutional objective as to increase social sensitization in the MBA aspirants and thereby it has an immediate outcome of community support for financially deprived social strata through the students. The Karmanta is the management fest which aims to provide hands on training on management of the megaevent from its all aspects beyond syllabus. It is modelled to impart additional specific skills in students related to promotion, HR and financial management, collaboration with teams, interact and solve the issues in real time basis, contingency management etc.

##### **3. Context**

The present-day digital generation is blamed to have less introspective managerial skills and reduced social commitment. The need for awareness about the issues of the encircling society and the skill for the apt problem solving in real time scenarios are the must for the professionals. A live exposure to social and professional issues to acquire additional skills for social living is a must for the future management professionals. It helps them to understand and solve the issues of the HR force and to sharpen marketing skills. Students get a theoretical and practical formation on functions of management through the one-week camp living. Students are empowered in all aspect of the Karmanta event right from the planning till reporting. The management of the Karmanta under the introspection of the institution in a professional manner enable the students to test their cognitive and social skills to achieve a better professional formation.

##### **4. Practice**

Gramadarshan is the social sensitization programme denoted as 'Rural Camp'. It is a one-week fulltime residential camp away from the campus for the first semester students. This Rural Camp' is conducted normally in rural villages which are deprived of the modern facilities. This intensive camp is compulsory and provided free of cost to the students. Students divided in teams with one male and other female leaders be formed before the camp. Detailed planning for the Gramadarshan will be made with students' teams, prior visit made to assess the site, student teams' duty schedule for carrying out the different functions for the camp on rotational basis throughout the camping time. The programme is arranged in association with NGOs and local government bodies. The camp consisted of Yoga or jogging exercises at morning, social outreach programs in the day time, manual works for the society, lecture on the multiple relevant topics at the evening sessions, personality development sessions, personalized mentoring by the accompanying staff, cultural programs at the night sessions, camp evaluation, reporting on team basis and briefing on the next day program details with contingency management if any. The students are given the full responsibility of the program as planning and execution for house-keeping, food preparation and associated works, purchase, financial management, public relations, social interventions, managing the sessions of the expert at evening etc. under the mentoring of the accompanying staff. The external social interventions are made in collaboration with local government legislative authorities or NGOs.

The main constrain for this program is the requirement the huge financial resources. The tight academic schedule also a minor issue.

The Karmanta is a national management conducted by the students of the Institute in a professional manner. This program aims to impart professional exposure to the students to organize the mega events and to get exposure to the best practices of the other management institutes from the interaction with the participant colleges. The event has a central organizing team and every event has event team from first years and second years. Normally the event head and programme heads will be senior students who exposed with previous events of the college and male and female leaders are selected for each category. The students are empowered for organizing the event from the proposal to reporting function after the event. This mega event helps every student to get an exposure on planning, resource management, conflict resolution and contingency management, team collaboration, multicultural adaptation, promotion, outsourcing management, organising food and associated facilities for the participants, social engagement and fundraising from the industry and other stake holders. Each step of the program the students get the real-time mentoring support of the devoted staff.

The main constrain for this event are the financial resources and the transportation. Due to the non-uniformity of the exams across the colleges and universities create difficulties in participation of the students.

## **5. Evidence of Success**

These two events are the flagship programs for the MBA students which are appreciated well by all. The Gramadarshan camp is appreciated very well by the villagers and local support for the program from the government bodies are noteworthy. Students appreciate the camp greatly as they are given exposure for social living, collaborative team environments, leadership skill development opportunities, sessions for general awareness. The clear

difference is seen in their social outlook after the program. The local civilian support, NGO association and local government assistance at the camp are counted as the success points.

The Karmanta which empower the students to utilise their managerial skills in professional event management and application of cognitive learning in real time scenario is well appreciated by the participants. Students get opportunity to interact with the leading institutions, chance for cultural exchange and networking opportunity are few outcomes. The professional way of organizing the events are learned from the multiple presentations, planning sessions, and real time evaluations of the events. In short, these two events are really contributing heavily for the socio-professional dimensions of the management graduate.

## **6. Problems Encountered and Resources Required**

The requirement for the financial resources is huge for this Gramadarshan residential camp as the full cost is absorbed by the college. Identifying an apt location for the safe and fruitful completion of the programme is a hurdle. The devoted time slot for the program from the tight academic schedule is another hurdle to schedule the program. The financial aspects of the Karmanta management fest is met from the sponsorships. The disparity in the university exams for different colleges make it impossible for wide participation of the institutions. The difference in communication and managerial skills among the participant institutions may sometimes create one sided performance in the events.

## **7. Notes (Optional)**

The combination of both Gramadarshan and Karmanta empower the students in the two divergent aspect of their professional formation. Gramadarshan aimed for inculcating abilities related to social and community relationship and wellbeing in a professional way. While the Karmanta aimed for developing the cognitive side of the professional formation. These two events complement each other as the two sides of their professional life: socio-cognitive dimension of the managers. So, these complimentary programs needed to be given to management students of other institutions. Most of the colleges may have any one of these, but the combination of these produces best results in the professional formation of the students.

## **Snap shot of the events**



**Rural Camp for knowing the society and nature- Introspective outreach programme**























**Rural Camp Snap shots**



















