

## Kondgaon Visit with Rural Marketing Batch 13/09/2023

On September 13, 2023, the MSR Committee organised a visit to Kondgaon village in Palghar district for the Rural Marketing batch of 2022-24. The main objectives of this visit were as follows:

1. To provide the rural marketing students with a hands-on experience of rural life and a deeper understanding of it.
2. To conduct a survey to assess the need for sewing machines among village women, which would empower them with valuable skills and income-generating opportunities.
3. To evaluate the feasibility of establishing an IT lab at Shanti Ratan School.
4. To gather data on additional requirements for the school and village, such as solar panels and well repairs.

During the visit, the Rural Marketing batch, along with MSR coordinators, engaged in various educational activities. They distributed approximately 600 sanitary napkins to 350 female students from classes 8 to 12, raising awareness about menstrual hygiene and proper disposal methods to protect the environment. Also snacks sponsored by Prof. Jestin Johny were distributed to 105 students of Rawatalpada ZP school.

To gather information related to the aforementioned objectives, the MSR committee and rural marketing students visited the home of Mrs. Manju Kombh, the Sarpanch of Kondgaon village. She provided valuable insights into the feasibility of the objectives and shared information about Kondgaon Utsav.

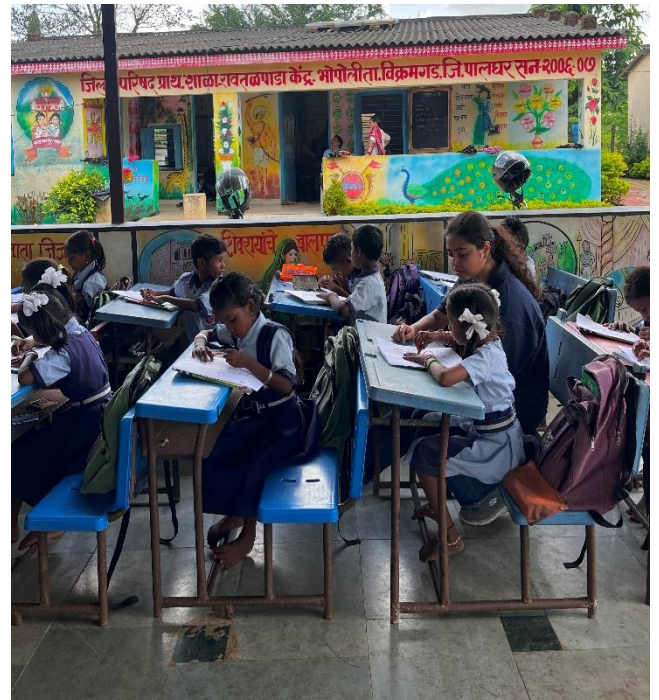
The Sarpanch mentioned the need for solar panels in all six ZP schools and six Anganwadi. A detailed discussion took place regarding the possibility of setting up an IT lab at Shanti Ratan School. Additionally, discussions regarding the sewing machines, their benefits for over 500 women in the village, potential markets for their products (stitched bags, dresses, etc) and the potential suppliers of raw materials (needles, threads, fabric, etc.) were held. The Sarpanch suggested setting up the sewing machine unit at Panchayat Office due to availability of space.

Further discussions were held related to Kondgaon Utsav. Sarpanch provided information concerning products which could be sold by the villagers for the Kondgaon Utsav and when was it possible for the villagers to come to the Institute for the Kondgaon Utsav.

Team MSR is grateful for all the support and guidance provided by CEO Mam, Director Sir & Faculty Members. We also thank Operations Team, Accounts Department, Marketing Team, Administrative staff, and Support staff for all the help in organising this visit. We thank Prof. Jestin Johny and Prof. Riyaz Ahmed for joining us. Sincerest gratitude to the Rural Marketing students for being cooperative. The visit was coordinated under the guidance of Faculty-in-charge Dr. Nazia Ansari and planned, executed, & managed by Team MSR.

Pictures of the visit are as below:

## Educational Activities





## Sanitary Napkin Distribution





## Snacks Distribution





## Discussion with Sarpanch





## MSR & Rural Marketing Students

