

# COIMBATORE INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF MANAGEMENT STUDIES

### COMMUNITY WORK DONE IN THE FIELD OF EDUCATION & LIVELIHOOD

#### ACADEMIC YEAR 2021-22

Community Outreach and Social Responsibility is embedded in the MBA syllabus. During the second semester all the students undergo a course on Rural Community Engagement which is blend of theory along with the field work with an NGO.

Department of Management Studies (MBA) has partnered with few NGOs for facilitating the practical course **21MBAL28 Rural Community Engagement**. Students will participate in Rural Community development activities by attaching themselves with any one of the NGOs mentioned below:

- G-18 Public Charitable Trust  
7th Cross Street, 6th, Ellaithottam Road,  
Peelamedu, Tamil Nadu 641004
- NYSA Foundartion,  
42, Reliance Gardens,  
Trichy Road,  
Singanallur, Coimbatore,  
Tamilnadu-641005
- Native Medicare Charitable Trust,  
5/39 kalappanaickenpalayam post,  
Somayampalayam, Tamil Nadu 641108

#### NMCT





NMCT, a Non Profit organisation was founded to provide quality education to the underprivileged children and to improve the livelihood of the Tribes, Rural & Urban women by promoting Agricultural, Forestry, Animal Husbandry and other Livelihood activities. NMCT also creates awareness among the public and migrant workers on prevention of HIV/AIDS and support their families.

### G –18 PUBLIC CHARITABLE TRUST





CIT-MBA were a part of this organization for a period of time and contributed in various activities such as sparrow box installation, survey for collecting essential things, book editing, World Environment Day events, cleaning of streets, feedback collection for donated things were part of the internship. These activities were spread over a period of 10 weeks from 30-04-2022 to 09-07-2022. The students were divided into sub-groups and contributed with passion and gave their valuable time in collaborative community growth. G-18 is a Public Charitable Trust run by Mr. Parthipan. The trust was registered in the year 2006 to plunge into social activities. It focuses on building youth leaders through social contribution. G-18 stands for 7 pillars from A to G and 18 stands for children who are below 18 years of age.

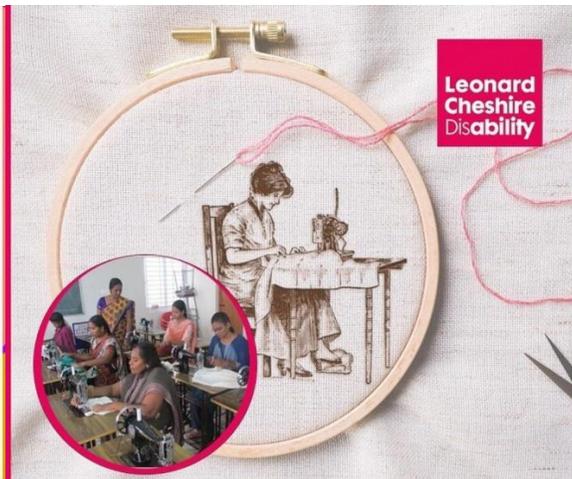
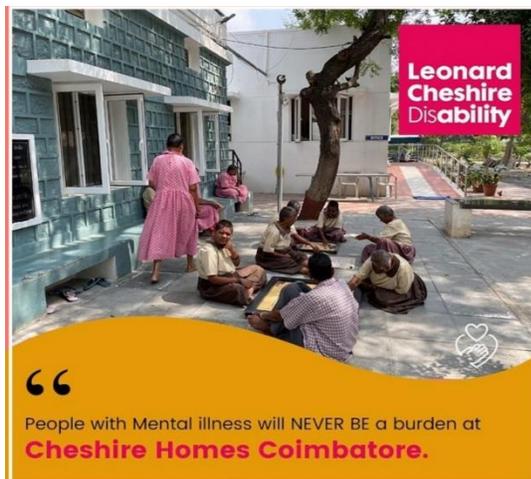
## KOUSIKA NEER KARANGAL





A group of 16 members have worked on this project for about 5 weeks. The main objective of this NGO is to bring water to the chinavedampatti lake which is dry for past 10 years and preserve the nature in and around the lake. The NGO established two parks which are full of trees around the lake. The work was to plant more trees and maintain them. The students were given with tools to clean and pluck the weeds which were hindering the growth of big trees. The students then watered the trees and added natural manure to trees. Some members of the group were involved in marketing activities like brochure making, video making and editing, poster making and article preparation to increase awareness among the people of Coimbatore to involve in nature conservation activities.

## CHESHIRE HOMES





Cheshire Homes Coimbatore is a private non- profit organization which provides care and shelter for differently abled people. The Coimbatore Cheshire Home was started in 1967 with the aim to provide shelter for Mentally ill people. Rather than focusing on the disability, Cheshire homes Coimbatore emphasize the possibility of overcoming it. The Livelihood Project provided students an insight on a sustainable and equitable opportunities for persons with all disabilities.

### **JOY OF GIVING @ ARAVANIKKUM ANBU ILLAM**

**ORGANISED BY: I MBA STUDENTS**

**STUDENT COORDINATORS:**

Anthikashri S, Gokul R, Kabilesh K S, Nivetha V, Sreenitha S.S, Sri Hari T, Vishnu priya R

DATE: 18.12.2021

TIME: 10.00 – 2.00pm





Students visited the orphanage Aravanikkum Anbu Illam near Papampatti in Coimbatore. Event coordinators and Cultural Coordinators conducted games and fun activities for the kids in the orphanage. Students performed short prayer and carols for the kids at the orphanage. Students and kids enjoyed their time of togetherness and love.