

## MBA (Engineering) Students on CSR Visit to Zawar Area

MBA (Engineering) faculty & students visited the Zawar village area, 45 kms from Udaipur under the “Rural Immersion Programme”. Students observed the CSR activities jointly undertaken by Hindustan Zinc Limited, Vedanta Group & NGO “Action for Community Empowerment” (ACE) in the area.

Understanding its Social Responsibility, Vedanta Group is coordinating the implementation & management of overall developmental works in the Zawar area through the NGO “ACE”. Students directly observed the improvement in the life-style of the local villagers through these activities under various projects. They also observed the participation model for the development of farmers in the area through animal husbandry, agricultural development, distribution of hybrid seeds, fertilizer and various flowering & fruit plants and spreading awareness about the new techniques (like Green House Development) in agriculture.

Students observed the sanitation & vocational training programmes for the locals by means of various projects and discussed at length with the villagers and received information on the impact and contribution of these programmes on their family & social life. They understood the importance of self-help groups (SHG’s) in self-reliance of rural women & overall rural development. Along with it, the students also understood how the business world can build positive viewpoint about the company among the locals by such programmes and activities. They comprehended the difficulties & problems of the rural background which will help them to realize their social obligations while working as managers in future.

During the visit, the students saw the various activities being undertaken in various schools, child welfare centre “Parvarish”, bayef training centres and other centres in different villages in the area. The faculty & students of MBA (Agri-Business) course run by the University also accompanied on the visit. Prior to it, on Saturday, Mr. C.P. Kumbhat of “ACE” explained in detail about the concept of Corporate Social Responsibility to the students by a presentation.



