SOCIAL IMMERSION PROGRAMME

THE IMPACT OF SOCIALLY RESPONSIBLE BUSINESS EDUCATION

Volume II

EDITOR
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JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT

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SOCIAL IMMERSION PROGRAM (SIP)

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BUSINESS EDUCATION

Volume- II

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Social Responsibility and Business Education

Prof. Zenia Nanra

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With the change in the era of globalisation, it is important that we focus on the "5 Ps" that shape the SDGs: People, Planet, Prosperity, Peace, and Partnerships so that we can contribute to global sustainability. The need of the hour is to assist executives in developing unique, personal, and real responses to the difficulties they face. A well-designed sustainable pedagogical approach can make such experiences harmonise with theory. Looking at the brighter side, who knows that one's own quest for goodness might be intertwined with larger sustainability concerns.

We present here volume II of select white papers from the post-graduate program in management (PGDM) students of the 2020-2022 batch. These students have prepared white papers, which are ideas for future action based on primary data, close study, and analysis, under the guidance of their faculty mentors. The students whose work has been documented here hope to put their ideas into action during their management careers.

The first paper explores numerous problems in our vaccine system and examines various possibilities and solutions to address the challenges. In the second paper students study the reasons why people at a large scale are unwilling to take vaccinations and how they are affected by their surroundings. Students study and examine in the third white paper, various problems related to electricity and health in the tribal villages of Hunsur. These students took the initiative to visit the village, thereby looking at the problems closely and proposing optimal solution for the same.

Group 4 initiated a crowdfunding programme within their group with their NGO Bal Utsav. The motive of this event was to generate funds and help the youth for their education. The last group of students explored the space of rural artisans and tried to bridge the gap between them and the rest of the world.

We invite you to share your reflections with us. Meanwhile, we will continue to nurture holistic, socially responsible, and continuously employable professionals through our Social Immersion Program (SIP).

ABOUT THE EDITOR

Prof. Zenia Nanra is currently Assistant Professor, Personality Enhancement Programme, and Chairperson, V.B. Padode Centre for Sustainability, Jagdish Sheth School of Management (JAGSoM), Bangalore.

She is currently a doctoral student at Indian Institute of Technology, Kharagpur. She has 2 international papers in PGSC, School of Humanities, Universiti Sains Malaysia Penang, Malaysia, July 25-26, and in KFLC: The Languages, Literature, and Cultural Conference, University of Kentucky, USA, 2018. She was associated with NPTEL (National Programme on Technological Enhanced Learning), a project funded my MHRD, Government of India for the courses "Speaking Effectively" and "Globalisation and Culture". Her areas of interest include Literature, Business Communication, Memory studies, History and Postcolonial Studies. The broad area of her Ph.D. thesis is Archival Studies and Memory Studies. Her other skills involve Oratory and Dramatics.

ENABLERS AND BARRIERS OF COVID VACCINATION: A STUDY ALIGNED WITH SDG NO. 3: GOOD HEALTH AND WELL-BEING

Dr. Shaji Kurian, Prof. Seena Biju and Sahitya Raj, Deepak Garg, Abhijeet Godara, Mahima Jhanwar, R Trisha Panickar, Deepshikha Das Gupta, R Mathusuthan, Janani Shyamsundar, Akash M H, Sourav Pattnaik, Akash Nayak (PGDM 2020-22)

Abstract

India is a multi-linguistic nation and there would be various rural and urban zones where the population is huge and there are multiple states to split. On the other hand, there's the task of effectively completing a nationwide immunisation programme that covers the entire country. The vaccination campaign has raised several issues and people in rural areas come across numerous challenges because of ineffective government efforts and immunisation campaigns. Vaccination plays a significant role in achieving this goal. This white paper suggests a mixed methodology in our research to uncover the variables that drive people to be hesitant, as well as facilitators from community and provider opinion. Learning the fundamentals of quantitative analysis using; Excel – data management and collation, crosstab, pivot tables and SAS – Importing data, Data steps, recoding, proc steps.

Key words: vaccination, immunisation, campaigns, research

Sustainable Development Goals

Ensure Healthy Lives and Promote Well-Being for all is one of the United Nations' main goals. The COVID-19 posed one of the most significant challenges to this goal, and as a result, the entire system was thrown into disarray, with several deaths and severe lockdown disrupting the entire way of life. The idea behind was to get every

individual vaccinated for a better future. The most difficult part of this approach is to convince individuals about the value of vaccination. As a result, our study is concentrated on identifying the impediment to vaccination and offering actionable insights that can lead to long-term environmental change for a better future.

Problem Statement

A mixed method study to determine the enablers and barriers of Covid vaccination from community and provider perspective.

Field Visit

The team was divided into three subgroups to cover wide range of people from different facets of vaccination- System Level, Provider Level, Beneficiary. System level people visited PHC Gottigere on their first day followed by few visiting PHC Konanakunte, PHC Madiwala, PHC Tavarekere and PHC Anekal on their second day. Finally on the day three of their field visit they visited PHC Electronic City, PHC Jigani and PHC Singasandra.

Provider Level group visited PHC Gottigere on their first field visit followed by few visiting PHC Madiwala, PHC Tavarekere, PHC Yeswanthpur and others visited PHC Electronic City. On their third day they visited PHC Jigni, PHC Konanakunte and PHC Yehlanka. Beneficiary level group visited PHC Gottigere on their first day of field visit followed by visiting PHC Madiwala on their second day. Finally, on their third day of field visit they visited PHC Bannerghatta.

Findings of the study

Findings of provider sub-category

Challenges faced by providers in vaccination drive

In this covid pandemic, providers are playing a key role in keeping us safe. They are working relentlessly and sometimes even working overtime without being paid. Some challenges are hindering not only their mental wellbeing but also reducing the pace of inoculation. The challenges faced by providers are described in detail in the following sections.

Challenges faced by doctors

In the pandemic, doctors are working tirelessly to shield us from the deadly corona virus. Be it the pre vaccination time, when they risked their lives to save people or post vaccination period when they are administering vaccines. Even after such a godly effort, they are faced with certain challenges both within and outside the system. One of the problems faced by them is the lack of staff in the PHCs. hygiene. They are also faced with circumstances in which people come only for the vaccination certificate as it is required to show at many public places because of government mandate but refuse to take vaccine.

Challenges faced by nurses

As all the PHCs are faced with a serious capacity problem, majority of its effects are faced by the nurses working in the PHCs. The workload is very high for the nurses as they are administering around 100 doses per day. Since they are the one who interact with the general population, they are faced with people who are reluctant to take vaccine owing to low awareness. As per one nurse interviewed, some people are negligent in taking vaccine even knowing the devastating effects of corona virus just because they might feel pain while injecting the vaccine or they might fell sick for a few days as post effects of vaccination.

Challenges faced by Data Entry Operator

Data Entry Operator (DEO), even though not playing a role in the administration of vaccine but are very crucial to the entire vaccination drive. They are working alongside the nurses and doctors to convince people to take vaccine by going door to door. In this door-to-door exercise, they were faced with many challenges which includes but not limited to humiliation by the people. They are often being shouted upon and humiliated in the process of spreading awareness about vaccine and convincing people to take vaccine.

Findings of beneficiary sub-category

Through a Quantitative study, a deeper insight on the bases of demographics was attained. 45% of rural people have taken their

first dose whereas only 37% of urban people have taken first dose. This can be majorly due to the expectation of more information by urban people. In the category of religion, 19% of the Hindus have been fully vaccinated which is only 7% in others. When it comes to Caste, general category has the maximum stats in getting vaccinated when compared to OBC and SC/ST. There is a clear difference between male and female vaccination percentage. This can be attributed as the first movers and risk takers were male. Likewise, when it comes to age group, the middle-aged people from 43-67 were very conscious in taking first doze 65% whereas they have faced some hesitancies in the middle which led to decrease in the percentage of second doze 28%. Senior citizens, that is age greater than 68 have recorded the highest in fully vaccinated which comes to 32%. (See annexure 1)

The final findings are expressed as the important challenges faced by individuals which are responsible for people's hesitation towards Covid-19 Vaccine. (See annexure 2)

Findings of system sub-category

Everyone who got the two dosages thought the vaccination was simply one more method for preventing the illnesses from spreading and that it would ensure them against transmission. The health workers are spreading awareness and was trying to make people understand that they should wear masks and sanitise themselves often and stay away from anyone who shows symptoms but still people did not pay heat even the people who got both their doses' vaccinations did not feel the need of social distance.

Possible Solutions

Possible Solutions for provider sub-category

Following are the suggestions which if taken can solve the problems of the providers and increase the vaccination rate.

➤ Cross checking the voter's list with people who have not taken covid vaccination and personally visit to convince them.

➢ Monitoring of rumours through WhatsApp messages so that misinformation is not spread among the masses.

➢ Give the government aid after crosschecking the vaccination certificate.

➢ Approach influential people in the locality (sarpanch, religious priest) to spread awareness.

Possible Solutions for beneficiary sub-category

Initial solution could be to appoint a Vaccination Concealers, who have deeper knowledge about all the accepts of vaccine, should be assigned to each area and they should be made responsible to talk to people in their locality and get them out of their zone, Secondly, government can initiate to form an online community like Facebook where people can post about their vaccination experience, guide their peers about doubts about post effects and how to handle them like home remedies etc. Community interaction about vaccination can change the perception of people towards vaccines and when they see their peers getting the jab, they will feel confident to get their doze of vaccine with less hesitations. Reward system like discount coupons for people who complete both the dozes in time.

Possible Solutions for system sub-category

Having interviewed various health workers and working on quantitative data as well as qualitative data here are the few quick suggestions that would work to make the job of the providers easier starting with increasing the awareness among the people if a person is not educated or literate the local language awareness speech can be very helpful in order to change the mentality and the mindset the existing population and also having a reward recognition for the consumers who have already taken both the doses , more seminars and orientation programs for the people in larger numbers to understand about the vaccinations and the need of it an wadi staff should spreading more awareness in the village from going door to door, more acts (theatres) on streets in local languages for the people who are not literate government engaging face to face

encounters with a village residents to provide more information in terms of public general concerns.

TEV analysis

TEV analysis of provider sub-category

Solution 1: Cross checking the voter's list with people who have not taken covid vaccination and personally visit to convince them.

Technical Feasibility: Since it just involves tallying two databases to find outliers, it is technologically feasible. It will only require the voter's list database from the Election Commission of India and the vaccination database. This can be done simply on MS Excel which the current DEOs are working with.

Financial Feasibility: Since Data Entry Operator is working to compile the vaccination database, the same person can be utilized to tally the database with the voter's list to identify the outliers. It will not incur any cost on the government.

Operational Feasibility: Since the Government want to increase the vaccination rate, this exercise can provide them the crucial data about those who are not vaccinated yet and these people can be individually targeted to understand what the probable reasons for hesitancy are. Henceforth, Asha and Anganbadi workers can resolve their doubts and convince them to get inoculated.

Solution 2: Monitoring of rumours through WhatsApp messages so that misinformation is not spread among the masses.

Technical Feasibility: Since this is being done by local law enforcement agencies to track down people causing social disturbances, their scope can be increased to track those WhatsApp groups which are responsible for spreading rumours about vaccination. The required infrastructure is already present, so technically the solution does not face any challenge.

Financial Feasibility: Since the infrastructure is already present, this makes this financially viable as the Capex portion of the cost is altogether removed. However, the scope of implementing the

solution nationwide might entail Opex which has to be taken under due consideration.

Operational Feasibility: Implementing this solution will help to remove the rumours on the ground and help government reach its 100% inoculation target.

Solution 3: Give the government aid after crosschecking the vaccination certificate.

Technical Feasibility: Government has infrastructure to provide certain aids to impoverished section of population through ration card etc., and they also provide vaccination certificates post taking the vaccination, the person responsible for aids like ration can crosscheck vaccination certificate before giving them the ration. It will be a manual work with just a simple instruction provided to such person.

Financial Feasibility: Since it will not involve hiring of any new person or implementing technology, it will not bring any additional financial burden.

Operational Feasibility: Since most unvaccinated people are uneducated and belong to Below Poverty Line (BPL), this will encourage them to go to their local vaccination centre to get inoculated.

TEV analysis of beneficiary sub-category

Solution 1: Appoint a Vaccination Concealers for each area.

Technical Feasibility: Educating entirely about vaccines for selected number of peoples would take time but its technically possible with online videos and timed learning methodologies.

Economic Feasibility: Educating selected number of people does not incur so much of cost. This can be easily done in a cost-effective way.

Financial Feasibility: It could roughly cost less than thousand for a batch of volunteer.

Operational Feasibility: Selected a limited people will be preferrable but to appoint to each area we need large number of volunteers which will be a little complex to handle in short notice.

Solution 2: Online Vaccination community (Like Facebook).

Technical Feasibility: As lot of community-basecamps are easy to build nowadays, hiring an app developer will do the needful.

Economic Feasibility: Buying a server and launching the mobile app in app store will be the cost which is quite manageable.

Financial Feasibility: Buying a server and launching an app in play store will together cost around $125 which is approx. Rs.9298.31.

Operational Feasibility: As the saying goes 'Catch the people where they are', this will be the best option to bet on as most of the people spend quality time being online.

Solution 3: Tie-up with religious heads/ influencers.

Technical Feasibility: As the religious heads/ influencers maintain a well establish corporate like structure, it will be easy to contact them and have a tie-up.

Economic Feasibility: As it is the cause for greater good, influencer's fees can be negotiated.

Financial Feasibility: We can use contracts to make it financially transparent and safe. Government can say their bid and negotiate as it is for the greater good.

Operational Feasibility: As we can find a lot of religious head/ influencers in social media and ashrams, it will be easy to find one and start with the negotiation.

Conclusion

The only relief from COVID-19 is the vaccination we have got but even with the only possibility people tend to take chance which not only endangers them but also others who are near and dear to them.

If only people understand this and come forward to take vaccination, the situation can be brought under control even if there is a third outbreak of virus. On the other hand, government also should take calculated measures to nudge people to get vaccinated rather than forcing them. A transparent system where vaccination is discussed by government official and public people will help to understand this issue from two sides of the coin.

Annexure 1
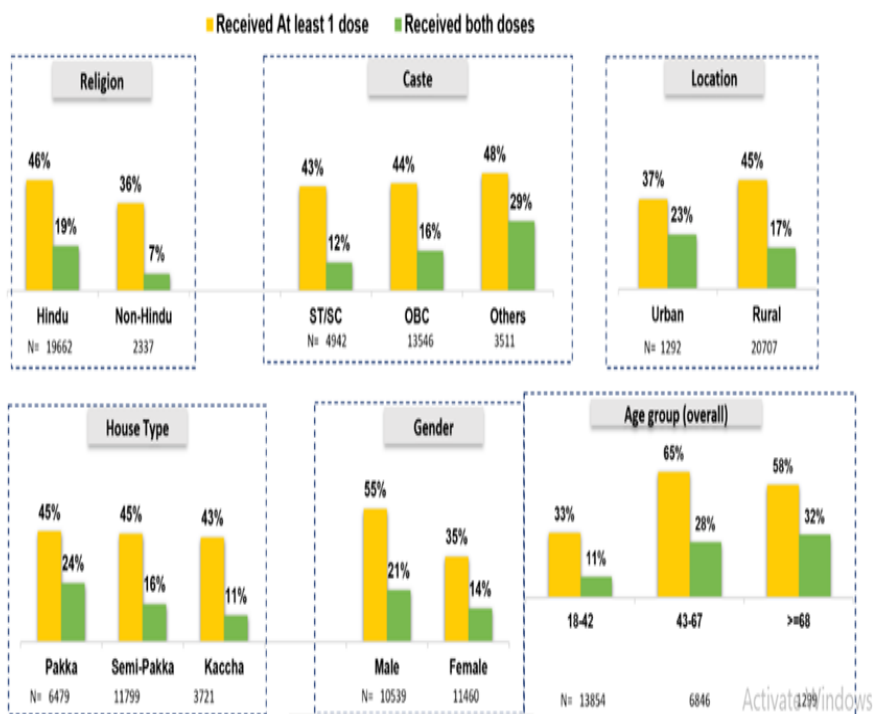
Annexure 2

A MIXED-METHOD STUDY TO DETERMINE THE BARRIERS OF COVID VACCINATION FROM COMMUNITY AND PROVIDERS PERSPECTIVE: A STUDY ALIGNED WITH SDG NO. 3: GOOD HEALTH AND WELL - BEING

Dr. Nina Jacob, Prof. KJ George and Dr Guroubaran, Arava Praveen, Jagadish Prasad, Pilli Kalyani, Nidhi D Shetty, Sagar Sangaraddi, Isha Mukesh, Sanjay Menon, Samriddha Basu, Mahalasa Shanbhogue, Simran Kaur (PGDM 2020-22)

Abstract

This study aims to identify the factors that encourage and discourage people from getting immunizations. Vaccination camps are being held at an extraordinary rate across India. People, on the other hand, are hesitant to take vaccinations for a variety of reasons. The most common reasons for refusing the COVID-19 vaccine were post-vaccine fear of negative health effects and acceptance of information conveyed through social media. People's perceptions were being distorted because of this, causing them to be hesitant. Most people, particularly in rural areas, believe that vaccination complicates their normal life, employment, resulting in a lack of resources.

The objective is to have a deeper understanding of why people be unwilling to take vaccines in Pan India and how are they are influenced by political, socio-economical, friends, and families. Also, to determine Enablers & Barriers for hesitancy in taking the vaccination. The methodology also suggests that multiple enablers make the consumer from taking the vaccine though major mitigations are provided from the government's end.

Key words: pandemic, vaccine, covid 19, immunization

Introduction

India was one of the world's worst-affected countries due to the COVID-19 pandemic. By August 2021, more than 30 million Indians were infected and almost half a million died of COVID-19 infections ([World Health Organization, 2021](#)). Like many other countries, COVID-19 vaccines were granted emergency use authorization in India in early 2021. However, vaccine rollout in India faced a complicated path with political polarization, vaccine shortage, misinformation and rumours, challenges with registration and appointments, just to name a few. By July 2021, nearly 75 million individuals were fully vaccinated translating to only 5% of the Indian population being vaccinated. Amidst the raging wave of infections and the suboptimal pace of vaccinations, little was known about COVID-19 vaccination hesitancy in India.

Regional assessments of people's preference for the COVID-19 vaccine remain a key in designing strategies to counter vaccine refusal. However, there is a dearth of nationwide studies and reports in India on the public's perceptions of COVID-19 vaccination preferences, willingness, and concerns. Thus, the purpose of this analysis is to share results from one of the earliest and largest nationwide assessments on COVID-19 vaccination willingness and perspectives of the public in India.

Background

Cardiac Research and Education Foundation (CARE Foundation) has been promoted by a group of medical scientists and technocrats with the stated mission of making advanced comprehensive healthcare affordable and accessible to all. CARE Foundation was founded in 1997 and has its head office in Hyderabad. CARE Foundation is a non-profit organization registered as a society under Andhra Pradesh (Telangana Area) Society Registration Act-1365F. The Foundation is run by a board of trustees comprising of eminent medical professionals and scientists, dedicated to further the cause of making tertiary healthcare available to the general masses of India.

Their missions is:

- To serve humanity by integrating skills in medical science, technology, and patient care.

- To develop CVTI as an integrated product design, development, and testing facility, for producing cost-effective medical products.

- To develop indigenous technology solutions for making quality health care affordable and accessible.

Their visions is:

- To promote the development of indigenous products and systems.

- Adapting appropriate technologies and generating clinical skills.

- Removing barriers before patients access them through Institutional partnerships.

Their focus is:

- Reduction in treatment cost by indigenization of medical products and evolving appropriate treatment protocols.

- Equivalence with the state-of-the-art in terms of quality and performance to generate skills.

- Achieve core competence through interactive techno-medical development.

- System Integration of Medical Systems.

Objectives

The main purpose of our project is to develop a much closer relationship with the public and within the local authority helping the social issues and measures to be taken. Understood that abstract uses as being particularly effective at that front-end about what are we talking about. Is this a supply problem, is it a distribution problem, is it a physician payment problem, is it something else, a much finer set of options then appear applicable, and a much narrower

collection of things ought to be searched for in terms of evidence. These are key interests to arise who could do something differently in local or regional governments or regional health authorities or medical associations or life insurance companies or whatever, depending on the issue would present the findings of their research and then we would start asking some questions about how people could use this information in their workplace.

Problem Statement

The fight with Novel Corona Virus has not ended. The development of vaccines is occurring at an extraordinary pace where many doses were given to the people. It is also necessary to reach high coverage rates. This Research is developed to determine the enablers that make people take vaccinations and Barriers that obstruct people or bring hesitancy in not taking the vaccine. The rate at which the vaccination camps are held throughout India is unprecedented. Due to this reason, the perception of people was getting manipulated and bringing hesitation among them. Another case is where most of the people especially those living in rural areas, feel vaccination brings obstruction in their routine work causing a lack of money to survive as it brings sickness and other side effects. Therefore, this study is aimed to access the barriers that bring hesitancy in people and the enablers that bring people to get vaccinated.

Methodology

The group was divided into 3 subdivisions to understand the perspectives of the targeted group. The steps followed are

Literature review: As the group was divided into three different categories i.e., providers, system-level, and beneficiaries, each one studied five papers on the shortage of vaccines, garments, papers related to vaccine hesitancy, and prepared an evidence table for those five papers which provided some of the key factors which are related to vaccine hesitancy such as demographic factors, social factors, and psychological factors.

The quantitative study: A data set was shared by the CARE (Individual-level data covid vaccine hesitancy 50%) comprised of

descriptive analysis of secondary data where we found out the socio-demographic profile of the participating members(Total was 21999) like which religion they belong to, the caste, type of house, type of phone, exposure to social media, how many people have taken 1 dose, how many are fully vaccinated and how many have neither taken any doses. These things were performed using a pivot table on MS Excel and the result was presented in the ppt slides.
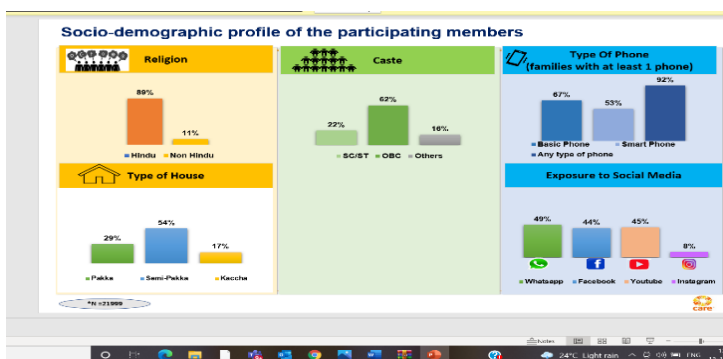
Fig 1

Fig 2

Qualitative study

There were different sets of questions for providers, system-level, and beneficiary level. The questions were related to the respondent's responsibilities, vaccine drive in their area, how the people are responding about vaccination, what are the reasons why people are hesitating to take vaccinations, supply of vaccines for their primary health care centre, storage and wastage of vaccines, a target given to them to vaccinate people and their work-life balance. Then we created a mini plan like all the centres we are going to, by contacting the Data entry operators. Once the interview was taken it was transcribed which favoured us for Extracting thematic information using the codes. Codes are nothing but the expression used for different factors. For example, social factors consisting of religious belief, political influence, widespread misinformation in social media are a few examples. This is how the qualitative study was performed

Rationale

Barriers

- Financial barriers are that if a person gets vaccinated, he will fall sick, and this might lead to breaking in his business/Work for a few days.

- Lack of trust in the vaccine as it was approved in a limited period.

- Lack of confidence in the effectiveness of vaccination.

- Conspiracy theory surrounding COVID-19 The widespread Wrong Perception about the vaccine in social media i.e., fake news.

- After Effects of Vaccination during first dose and hesitancy for the second dose.

- Side effects especially in case of Diabetes, Pregnant Women, Diseased People.

Enablers

- Strict Rules by the Government to make it a mandate for every individual.

- Enabling people only after they show vaccine certificates, especially in shopping malls, Movie theatres, etc.

- Making a rule especially in Corporate to make it mandate by connecting with Salaries.

- More Evidence Showed that vaccine is safe for every Individual

- Awareness programs by the government for even more widespread

Scope and Coverage

This project was to enable different people in different fields and get to know their views about covid, covid vaccinations, and why or why they did not take the vaccines. The results helped the team understand why certain people do not take vaccines and why do people take them. The findings also threw light on different situations under which people took decisions and their take on what the government can implement to help common people gain information about the vaccines. For instance- monetary issues, lack of understanding about covid, family influence, and so on. The scope of the article helped in understanding problem areas and areas of improvement by the people and by the government personnel.

Project execution

Vaccine acceptance is primarily explained by an interest in personal protection against COVID-19, while concern about side effects is the most common reason for hesitancy. It kickstarted with an introduction about the organization CARE India that is widespread in PAN India. The caretakers of India started elaborating about their integrated evaluation system (DEPTH-Digital Evaluation platform for Progress Tracking Holistically) and the objectives expected to

complete in SIP. Later, discussed sources of data in public health and the importance of data in the health sector. Generating the Background Knowledge with literature review. Provides an overview of current knowledge, allowing to identify relevant theories, methods, and gaps in the existing research with understanding the hypothesis, evaluate sources, identify themes, debates, and gaps (Evidence table), write a literature review. We divided into teams of 11 in 3 distinct groups. The team is dispersed with assigned topics and decided to revitalize with a set of basic questions to interview the target people with deep brainstorming discussions. The team-wise split is as follows:

     i.   Provider Level – 3 members

    ii.   System Level – 3 members

   iii.   Beneficiary Level – 4 members

- Creating objection in the conversation. E.g., We are happy to connect with you for a good purpose coming ahead.

- Following to objection making anchor in the conversation to elaborate the rate of conversation. E.g., That is wonderful

- After that making disrupted the conversation according to our topic and touched the subject gradually highlighting the key points in it. E.g., Anytime you get great service you should never think about changing.

- After disruption asks framework which provides the space to what we wanted and conviction process. E.g., How about the current situation

- Ultimately driving the interview with how we wanted this the whole idea followed to extract the output from the respondents.

Provider level is intended to interview the people who belong to this category DEO, Nurses, Care Staffs. System-level includes the people who belong to this category Doctors, Asha workers, Nurses,

Frontline workers. The beneficiary level will interview the people who belong to this category Public.

Provider level is assigned in the collection of qualitative data that involves depth-interviews as a primary data model. This is performed by recording the interviewee audio, making important notes, referencing sources and evidence by health issue certificates, and then taken to transcribing the interviews into word documents working as a group within 24 hrs of completion of interviews. Obtaining the best possible information from the recording for quotation column extraction. Extracting thematic information doing basic coding in Atlas Ti – guided by the NGO mentor and the NGO internship management team.

Key Takeaways and Findings

- Most of the people were miscommunicated with the wrong information about vaccination, especially on social media

- Most of the people who have visited have the same reasons as lack of confidence, mistrust in vaccine & health system

- Some religious propaganda spread to not take the vaccine

- Many people believe that taking a virus doesn't heal them and are afraid of the virus, they believe that they don't get affected by covid, had been affected by Covid a few months back.

- Especially for people who are diabetic, have health issues, and pregnant women, have much fear about vaccine

- People are afraid about vaccine safety & effectiveness

- Supply of Vaccine to all PHC is adequate, more than required and there is no storage issue related to vaccine

- There is a wastage of vials happening but not at a considerable level

Recommendations

Many things can be done to improve the rate of vaccine hesitancy and some recommendations that exist in the community are that we need to develop better communication strategies that will ensure the right and useful information is going to everyone, especially the ones who cannot go and get it. Campaigns about vaccine benefit and make them aware of the importance of vaccines. Additionally, to enhance the speed of vaccine acceptancy, the widespread of false news needs to be limited. The government needs to make a serious intervention and work with social media companies to be able to flag accounts and websites which are spreading rumors about the vaccine.

Conclusion

It was a great learning experience from the Thematic data which we have collected throughout our interviews. We were able to identify the psychology and the level of thinking of people in different socio-cultural backgrounds. As India was the worst affected country during covid there was widespread political polarization, misinformation, and rumours against vaccines in various parts of the country.

Effective communication is an important tool to influence vaccine-hesitant people. Health workers and govt officials are the most trusted advisors of vaccination. There needs to be proper knowledge, attitude, skill to these people so that it will be easy to understand and acknowledge the concerns of the common people. Finding the right target group is the first step, then there should be a two-way dialogue by gaining trust.

We find heterogeneity of vaccine uptake across different regions in India is correlated with demographics and socio-economic factors. As COVID-19 vaccination for children is being developed and is in the pipeline, evidence on spots of vaccine hesitancy from our study could be of huge significance for the COVID-19 vaccination drive in India. Evidence on vaccine uptake and vaccine hesitancy from India's massive vaccination drive can also serve as an important

lesson for COVID-19 vaccination in other LMICs and for better preparedness for future public health outcomes.

Future Implications

Pandemics are frightening, life-changing events that influence much more than our health and daily lives, as we are seeing with COVID-19. Vaccines defend against diseases that can spread into pandemics, and by vaccination regularly, diseases can even be eradicated. We conducted interviews in and around Bangalore as part of the social immersion Project. The CARE Foundation instructed us to contact Lasika Data Entry Operators (DEOs) to obtain information regarding people's vaccinations. Information, midwives are essential to increasing awareness of Covid vaccination. To increase awareness, appropriate healthcare workers should be encouraged to actively inform target groups about available, additional vaccinations

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TO EXAMINE PROBLEMS RELATED TO ELECTRICITY AND HEALTH IN TRIBAL VILLAGES OF HUNSUR: A STUDY ALIGNED WITH SDG NO. 3 AND 7: GOOD HEALTH AND WELL-BEING, AFFORDABLE AND CLEAN ENERGY

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Abstract

Electricity and health are two independent and interconnected ideas, and possibly the most discussed political and sociological problems on the planet. They frequently appear at regional and worldwide philanthropic conferences, but the magnitude of the problem continues to be the same for many developing countries with insufficient social security and vast populations. Access to electricity has the potential to improve socioeconomic conditions in developing nations by impacting crucial factors such as poverty, health, education, income, and the environment.

According to reports, one of the biggest hurdles to the area's economic development is a lack of access to energy, specifically electricity. The project's team contends that there is a clear link between rural poverty and lack of access to power, as electricity is required for productive activity. During a pandemic, one of the major variables that could speed up the process of flattening the curve is educating individuals, especially those from high-poverty areas, about health and personal cleanliness. Electricity, hunger, a lack of quality education, sanitation, cleanliness, and economic growth are only a few of the most pressing challenges in our society.

Introduction and Background

Electricity has been one of the most important necessities we've demanded since our independence. This necessitates the construction of roads, potable water, a mobile network, hospitals, and schools. India's government announced in 2018 that the country has reached 100% electricity. However, over thirty million people in India do not have access to power, and half of the remaining population has access to electricity for only 8–10 hours. Many programmes to electrify India's rural villages have been launched by the national and state governments, but almost all have failed or only succeeded on paper.

The most common and exciting of all the energy sources that power our modern world and lifestyle is electricity. The ubiquitous nature of electricity, more than any other infrastructure, may have hampered the understanding of its biopolitical significance. Electricity was then used in a range of domestic goods, including electric lamps and fans, as well as televisions, stoves, and mixers. In terms of rural people's lifestyles and basic habits, electricity thus plays a minor role in their lives.

On the other hand, according to the World health organization (WHO), "Health is defined as a state of complete physical, mental and social well-being and not merely the absence of disease". It is not enough to eat well-balanced meals to be healthy. Health is no longer a top focus, and individuals in rural areas lack basic hygienic knowledge.

Our project research taught us the importance of:

i) Uninterrupted electricity supply across the villages.

ii) Developmental activities to promote personal hygiene and self-care.

Problem Statement

Tribal villages in the western side of Mysore city (Hunsur) have significantly faced electricity and health-related issues over a period

> ➢ Examining the gap between availability to electricity and household adoption gives for a better understanding of the supply-demand issues that characterize the lag between village electrification and family decisions to connect.

> ➢ Lack of connection reliability deters households from embracing electricity, disincentivizing distribution providers and hurting rural electrification investments.

> ➢ There is a shortage of basic amenities including cleanliness.

Objectives

The Belaku Trust is a charitable organization that operates in rural Karnataka, India. The major purpose is to help Kanakapura Taluk residents get the skills and confidence they need to help themselves and improve their situation. Encourage efforts that encourage individual and community participation to achieve beneficial results.

The approach is based on combining thorough research with programme implementation. The foundation for our intervention programmes is key research that tackles locally relevant concerns. As a result, field projects provide significant data that may be disseminated widely and used to guide policy design, as well as new issues.

Some of the notable objectives are

• To enhance village-level health and development by involving community-based people's organizations and Panchayat Raj Institutions (PRI).

• Investigate health-care practices, service delivery systems, and socioeconomic, cultural, and environmental elements that affect health and well-being.

• To assist and train health and development staff so that they can better fulfil their responsibilities.

• To continuously assess the efficiency of our electrical supply and manage its operational requirements.

Methodology

- Students and faculties were involved in data collection, which was done in a disciplinary manner.

- The team, which has a total of ten members, brings together a wide range of experiences from many sectors to address the problem of electricity and health, allowing for a better knowledge of a variety of features of the cases analysed and the recommendation of solutions.

- A qualitative study was conducted by creating a structured questionnaire and recording responses from the villagers through interviews.

- The goal of this qualitative experimental study was to learn about the challenges and gaps that the Hunsur village residents confront when it comes to energy.

Execution

- The Belaku foundation tasked us with working on energy and health issues in the villages of Hunsur taluk, Mysore district, Karnataka.

- We had to go to 8-10 communities to learn about the primary challenges. We as a team identified eight communities to work on and decided to go on a field trip to gather all the necessary information.

- We chose to visit four towns per day and learn about the local situation by talking with the residents.

- The goal of this qualitative experimental study was to discover the gaps in the Hunsur village people's understanding of energy issues.

The villages we visited are as follows:

Kolavigehadi Village

This village is around 5 kilometres from the gram panchayat of Doddahejuru. The community has approximately 850 residents. The residents are Jenu kurba, or honey extractors. For a living, the people mostly labour in coffee estates on a daily pay and extract honey.

Problems Faced

- ❖ Majorly poor electric supply

- ❖ Not able to afford electricity bills

- ❖ Poor maintenance of electricity

- ❖ Sanitization

Recommendations

- ❖ A unit of electricity board between villages for regular maintenance.

- ❖ Special allowance of free units for the people.

Chikkahejuruhadi Village

The Doddahejuru gram panchayat also includes this village, which is 1 mile distant. The population of this village is estimated to be around 200 people. The residents of this area are members of the Jenu kurba honey extractor community, who are primarily working in coffee farms or who extract honey for a living.

Problems faced

- ❖ No clean drinking waters.

- ❖ Poor water supply.

- ❖ Poor electricity supply and maintenance.

Recommendations

- ❖ Building an overhead water tank under the allowance of gram panchayat.

- ❖ A maintenance unit of electricity board between villages.

Madahalli Village

The locals are mostly from the Jenu kurba community and rely on honey extraction for a living. Only a few people from this village work in coffee estates, and most of them raise their own crops for a living. This settlement has a population of around 200 people. Keranguru gram panchayat governs this village. The gram panchayat is roughly 7 kilometres away from the village.

Problems faced

- ❖ Frequent power cuts.

- ❖ No proper electricity supply

Recommendations

- ❖ Visit by electricity board to repair the fault in line as well provide electricity to each house.

Dasanpura Village

This village is part of the Keranguru gram panchayat and has a population of about 200 people from the tribal community. These folks prefer daily wage work in coffee farms and fields, as well as growing crops for their own consumption. Most of these people rely

on daily salaries to survive. The gram panchayat of this village is 5 kilometres away.

Problems faced

- ❖ No clean water for daily usage.

- ❖ Electricity bill isn't affordable.

- ❖ No ambulance facilities are available in case of emergency.

- ❖ PHC Is too far from the village.

Recommendations

- ❖ The gram panchayat must take steps to ensure that the locals have access to safe drinking water.

- ❖ Free units for the tribals

- ❖ The government has an ambulance for public use, and the grame panchayat should consider providing this service as well.

- ❖ Local governments must work to establish another PHC between the villages.

Kerehadi Village

This community is located 3 kilometres from the Doddahejuru gram panchayat. The Jenu kurba village, which also extracts honey for a living, has a population of roughly 175 members. In comparison to other villages, the people of this hamlet are in better shape since they can afford energy costs, own some electric gadgets, and have access to clean water.

Problems faced

- ❖ There are no suitable roadways, which causes complications during medical crisis.

Recommendations

- ❖ A primary health care centre (PHC) will be built between settlements, and an ambulance service will be established.

Bharatwadi village

This village, which is part of the Doddahejuru gram panchayat, has 250 residents who are members of the Jenu kurba community who also farm. This village is also not impoverished, as the residents can pay their energy bills and own certain electric appliances.

Problems faced

- ❖ No proper toilets

- ❖ Dirty drinking water

Recommendations

- ❖ The toilets that were built are not in working order and must be repaired.

- ❖ The government can add more employees to current PHCs to improve patient care.

Veernahosahalli Village

This settlement has an estimated population of 180 individuals who are members of the Jenu kurba community and earn a living by harvesting honey and working in coffee fields. This is part of the Doddahejuru gram panchayat, which is 3 kilometres from the gram panchayat.

Problems faced

- ❖ No proper toilet
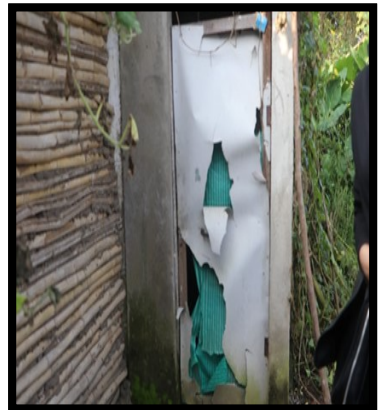
Recommendations

- ❖ Providing toilets under the govt scheme to maintain their health and hygiene.

Vijayagirihadi Village

This village is located 4 kilometres from the Keranguru gram panchayat and has a population of 200 people. All are tribal members who work in coffee estates, farms, and raise crops for their own consumption.

Problems faced

- ❖ No proper toilet
- ❖ Poor electricity supply

Recommendations

- ❖ Construction of proper roads

Key Takeaways

We realised that SIP isn't about credits, but for the people around us, for overall social well-being. People had a great sense of hope when they saw us, and they reacted immediately to all of our inquiries and expressed all of their difficulties.

These experiences not only taught us about diverse societal concerns, but also

helped us grow as individuals. We also recorded conversations with village residents to have a better understanding of their daily hardships and problems.

way we can because the joy you gain from doing so cannot be measured.

Interview Attachments

1. **Interview-1_vimeo**

2. **Interview-2_vimeo**

Taking Forward

➢ T Spending our vacations with such folks, learning about their issues and working to improve their lives year after year.

➢ Writing about social concerns to raise awareness and seek solutions.

➢ As part of our CSR initiatives, we donate and contribute.

➢ Using our friends and relatives to help NGOs identify such folks in and around villages.

Recommendations

• Under the Free Electricity Scheme, villages that can withstand simple items like a lamp and a table fan can receive 50-100 units of electricity per month.

• Uninterrupted power supply by installing solar panels throughout the village.

• Creating several suppliers for tribal settlements to sell their products (honey, corn, and vegetables), allowing them to earn money on a daily basis.

• Trying to reach out to local MLAs and MPs to request a special electricity allocation for tribals on a quarterly basis.

- Gram panchayats provide ambulance services to every village in Hunsur taluk, as well as safe drinking water.

- The gram panchayat and villages each have their own Primary Health Centre.

Conclusion

The visits to the villages provided us with valuable insight into how the project must proceed and what our role is in it. This initiative and the visit have given us all new perspectives.

The need to generate and use more energy is self-evident; the question is how to do so with the least degree of environmental impact. The first stage is to match the quality of existing energy to its end-use using a sustainable energy model (Biogas).

Cheap electricity has always been taken advantage of in illicit ways. For low-quality uses like heating, cooling, and cooking, solar and wind power can be converted to electricity.

We may attain a good quality of life with a fraction of the energy we consume now if we carefully match energy quality to usage and improve demand-side management.

If there is adequate awareness and understanding about health and nutrition, the people of these villages can live in peace. We have a possibility to make an influence without disrupting this equilibrium if we take small efforts towards this approach of awareness through entertainment.

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ESTABLISHING AND OPERATING A CROWDFUNDING PROGRAM IN ASSOCIATION WITH BAL UTSAV: A STUDY ALIGNED WITH SDG NO. 4: QUALITY EDUCATION

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Abstract

SIP aims to raise students' awareness of the plight of socially disadvantaged people. Students spend time with the less fortunate to connect with them and understand their situation. The JAGSOM student team launched our 'Sahaara' crowdfunding campaign in collaboration with Bal Utsav for their Ishaala programme. Bal Utsav provides India's youth with hands-on learning opportunities. Our efforts are focused on issues that affect different parts of society while keeping sensitive to various geographies and backgrounds. We would be remiss if we did not state that we value honesty and are always honest and frank in our thoughts and actions. People might donate any amount to aid the youngsters on the Bal Utsav website.

The team had to work on behalf of the iShaala cause and the "Sahaara - Building Journey to Excellence" crowdfunding campaign. Our motivation for starting a crowdfunding campaign was to allow individuals to donate whatever amount to help the youngsters with their education.

Key words: children, education, literacy, peer learning, crowdfunding

Crowdfunding industry

Crowdfunding is a means of raising finances for a business, organisation, or non-profit organisation by soliciting modest donations from many individuals. Equity investment, peer-to-peer lending, reward-based, donation-based, and hybrid crowdsourcing models are among the ways it provides financial support. It is primarily carried out via websites and social media channels. Crowdfunding eliminates the need for banks or venture capitalists by providing direct market access. It is viewed as a scalable, adaptive, and efficient fund-raising alternative when compared to traditional tactics.

Introduction

We were assigned the topic of Crowdfunding with Bal Utsav as part of our JAGSoM Social Immersion project. We were an 11-person team that created a marketing campaign to generate donations for children in India to receive life-changing education. Bal Utsav assists in the revitalization of government schools to provide millions of youngsters with life-changing education. Bal Utsav connects citizens, civil society organisations, corporations, academia, the media, and the government through a range of online and physical ways. There are focal areas that address issues that affect individuals from all walks of life while also being sensitive to different geographies and backgrounds. It would be irresponsible of us not to mention that we value honesty and transparency in our thoughts and actions.

They have several flagship programmes, including Sampoorna Shaala, iShaala, and Dayitva, through which they attempt to gather cash and assist these youngsters in receiving a decent education that they are now lacking.

Sampoorna Shaala from Bal Utsav

Sampoorna Shaala is a model school for large schools with over 500 students that is Innovative, Inclusive, Interactive, Internet-Powered, and Inspires Communities. Sampoorna Shaala is a landmark urban India initiative that provides a holistic intervention to revitalise Government schools, benefiting millions of children through focused and long-term

investments in school infrastructure, teacher development, scholarships, and WaSH (Water, Sanitation and Hygiene).

Dayitva for Bal Utsav

Bal Utsav has a humanitarian mission. The Dayitva (Responsibility) operation focuses on our cutting-edge catastrophe planning, response, and recovery programme, which has a specific emphasis on children and their families. It is geared and ready to respond to any disaster within 48 hours. They are committed to supporting those in need and will do all possible to help them.

IShaala for Bal Utsav

iShaala is a model school for small schools with fewer than 100 students that is Innovative, Inclusive, Interactive, Internet-Powered, and Inspires Communities. iShaala strives to unite the world around the idea that #EducationMakesAllTheDifference. The following interventions are carried out in various IShaala around India: -

- School Infrastructure: They aided schools in the repair, building, and maintenance of their facilities to ensure that all of their pupils have access to a safe and healthy learning environment where they spent more than half of their day.
- Teacher Development: Bal Utsav assisted in the development of age-appropriate course materials for the students. Students will be taught by trained teachers using novel interactive approaches, and they will have a platform to study and upskill their expertise.
- Scholarships: Bal Utsav assists in offering scholarships to students who otherwise would not be able to pursue their higher education, as well as educate those students, therefore catering to the complete lifecycle from childhood to livelihood.
- WaSH (Water, Sanitation, Hygiene): Bal Utsav assisted in ensuring that students have access to clean water, a private bathroom, and appropriate hygiene habits, all of which contribute to improving students' lives and preserving their health.

Project objective

The Immersion Pathway's objective, or the goal of SIP, is to produce solutions that will result in Positive Social Change. The research for this paper is part of a wider project and is a continuous process, though it is still in its early phases. The problem statement: To what extent does the crowdfunding and sustainability effort help to unlock the potential of crowdfunding to assist sustainable development? Having a fundamental understanding of the crowdfunding platform, researching the prospects of crowd financing education, and analysing people's attitudes toward crowdfunding education.

- Creating a Crowd Funding Program
- Managing and Operating a Crowd Funding Program
- Collect Rs100000 Funds within the given Timeline (9 days)
- Promoting Bal Utsav and iShaala in social media through posts and videos in LinkedIn, Instagram, and WhatsApp
- Promoting our cause Sahaara through posters, posts, and blogs on social media.

Linkage to UN Sustainable Development and Applicable Goals

The Sustainable Development Goals or Global Goals are a collection of seventeen interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The Sustainable Development Goals (SDGs), were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. They are intended to be achieved by the year 2030. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Mission statement: "A blueprint to achieve a better and more sustainable future for all people and the world by 2030"

Bal Utsav follows 2 Sustainable Development Goals provided by United Nations i.e., SDG 4 and SDG 6. SDG 4 – Quality Education: This ensures inclusive and equitable quality education and promotes lifelong learning opportunities for all. SDG 6 – Clean Water and Sanitation: Ensure availability and sustainable management of water for all.

SDG 4 has ten targets which are measured by eleven indicators. The seven "outcome-oriented targets" are free primary and secondary education; equal access to quality pre-primary education; affordable technical, vocational, and higher education; increased number of people with relevant skills for financial success; elimination of all discrimination in education; universal literacy and numeracy; and education for sustainable development and global citizenship. The three "means of achieving targets" are: build and upgrade inclusive and safe schools; expand higher education scholarships for developing countries; and increase the supply of qualified teachers in developing countries.

Targets

1. By 2030, ensure that all girls and boys complete free, equitable, and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes.
2. By 2030, ensure that all girls and boys have access to quality early childhood development, care, and pre-primary education so that they are ready for primary education.
3. By 2030, ensure equal access for all women and men to affordable and quality technical, vocational, and tertiary education, including university.
4. By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship.
5. By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples, and children in vulnerable situations.
6. By 2030, ensure that all youth and a substantial proportion of adults, both men, and women, achieve literacy and numeracy.

The six "outcome-oriented targets" include Safe and affordable drinking water, ending open defecation and providing access to sanitation and hygiene, improving water quality, wastewater treatment, and safe reuse, increasing water-use efficiency and ensuring freshwater supplies, implementing IWRM, protecting and restoring water-related ecosystems. The two "means of achieving" targets are to expand water and sanitation support to developing countries and to support local engagement in water and sanitation management.

One in three people lives without sanitation. This is causing unnecessary disease and death. Although huge strides have been made with access to clean drinking water, lack of sanitation is undermining these advances. If we provide affordable equipment and education in hygiene practices, we can stop this senseless suffering and loss of life.

Findings and recommendations
Crowdfunding has already been shown to be a viable method of acquiring or investing money. Crowd fundraising platforms have been used for a wide range of initiatives, according to our findings. These platforms cater to all, from funding technology to cinema, music, art, health, poverty, sports, education, and pet care, among other things.

Levels of awareness: Individual contributions have recently evolved to unite individual donors in favour of a similar cause, resulting in a wave of support. Furthermore, with its reach and popularity, social media has created an unequalled forum for garnering support for issues, for anybody, anywhere in the globe. This idea is supported by the phenomenal growth of crowd fundraising systems. Despite the increasing number of incidents of funding via large usage of social media, most respondents appeared to be unfamiliar with the phrase and the expanding popularity and projects that were funded.

Desire to contribute: When asked about their willingness to donate to crowdfunding for projects involving their interests and those that fit their preferences, it came as a surprise. Most respondents expressed a readiness to contribute funds to social causes, particularly those that entailed assisting the poor and needy. Crowdfunding is still a financial

mechanism in flux. It's impossible to predict what the world will look like in five years, but it's also tough to imagine a world without crowdfunding.

Crowdfunding education: There are many reasons to consider crowdfunding in today's world, including entrepreneurial initiatives, social causes, higher education, music albums or videos, gigs and festivals, publishing books, major events, or college projects. However, in India, the most common method of obtaining finances is through rewards or returns-based fundraising. When asked if they were willing to assist educational causes, the respondents stated that they would undoubtedly contribute to the cause of educational advancement. When asked about the factors influencing their decision to contribute to education, respondents indicated that they would like to fund children from low-income families who are academically successful.

Challenges

- Generating awareness to the common public and raising funds

- Identifying the most effective way of enhancing the reach

- Generating awareness in offline mode

- Involving corporates in the process

- Time constraint

Alternative feasible solution

Our inexeperience in crowdfunding meant that we would make some mistakes or there was the possibility of not reaching its full potential. Understanding the process and execution of the crowdfunding campaign in a short time of 9 days was something that required a sleek design of timeline and deciding the right channels for optimal results. Our team of 11 made a valiant attempt at drafting a successful crowdfunding timeline and working out on platforms that would yield maximum benefit to the cause. We have mentioned these parts above, but there are possibilities of improvement we can think of post the crowdfunding experience.

Conclusion

One must see the struggle; many children go through to get the basic right of education in our nation. This social immersion program has helped shed light on the many difficulties these children go through which would have crossed my mind otherwise. Working closely with Bal Utsav, we realized how fortunate we were to have received all the comforts of life a child could wish for, and yet thousands don't even have adequate books or even a classroom to sit in. Our collective goal as a team was to help change that scenario for as many children as we could, and I am proud to have been a part of Sahaara. The Indian educational section is highly organized only when it comes to the higher strata of society, when it comes to the less fortunate the system is highly disorganized and inefficient, with the help of Bal Utsav we were able to acquire 11200 Rs in just 10 days with the help of a crowdfunding campaign. This social immersion program has been pivotal to each member of our team when it comes to fully understand the need and difficulties of undertaking social causes and helped us be more socially responsible.

Exhibit 1: Posters shared on the social media platform

Exhibit 2: Videos shared on social media

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CORPORATES EXPECTATION FROM RURAL HANDICRAFTS: A STUDY ALIGNED WITH SDG NO. 8: DECENT WORK AND ECONOMIC GROWTH

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Abstract

Tamala associates itself with fair trade practices which helps them to generate rural income. These rural craftsmen have the skill level and knowledge that has been passed down through generations which has to be kept intact and alive. Even though Tamaala has made its presence felt in the Government sector, the corporate sector is yet to be explored. Past interventions have not bearded the desired results yet. The modern-day corporates in India spend an average of Rs.1,75,000 Crore in gifting be it to their clients or their employees. The origin of these gifts is Chinese or European. Tamaala Art Merchandise focuses on bridging the gap between rural tribal artisans and the rest of the world. They are a keen supporter of the Make in India initiative. To be precise the gifting industry is where there is huge scope for Tamaala to percolate the rural handicrafts as gifts. However, the corporate mindset in gifting across industries has been sort of a puzzle to them.

In this Social Immersion Project (SIP), we as a group tried to understand, analyse, and devise a solution or find out a pathway into the corporate arena. This will help Tamaala get a deeper understanding of the corporate mindset keeping in mind the gifting industry.

Introduction & Background

Social Immersion Program is intended to sensitize students to the plight of socially disadvantaged people associated with our SIP Partner organizations. Students work on projects to first understand the problem, defined scope and then find solutions with an empathetic lens thereby nurturing the Emotional Quotient (EQ) which is essential for all managers. They also learn to assess the Techno-Economic Viability (TEV) of the Project by keeping in mind technical, operational, financial, and economic feasibility. Finally, the project is handed over to the Partner Organization with proper Change Management and ensures its execution within defined timelines.

About Tamaala

Tamaala is a social entity founded in the year 2015 by Mrs. Suvarna Kamakashi and Mr. Vinay Prashant.   Their vision is to make Indian handicrafts accessible to corporates and individuals across India. They want to build a platform for impanelling existing and upcoming artists from specific handicraft clusters across India namely Andhra Pradesh Cluster, Jodhpur Cluster and so on. They believe that there is a need to build awareness and increase the appreciation of traditional and tribal art for target customers. They feel that artists in India need a platform to showcase their talent given their role in preserving our tradition which needs to be conserved. Their gallery in Bangalore has an adequate representation of ethnic arts and crafts from all over India, catering to audiences of all ages.

Through Tamaala they are currently supporting 150 rural and tribal artisans at present, whose primary source of income is from Indian handicrafts and handlooms. These artisans are highly skilled and have knowledge about handicrafts and the skill is being transferred from generation to generation.

Their handicrafts are shipped across the length and breadth of India. Tamaala's primary source of income is from the Government and is currently also working on a project at the Bangalore International Airport Ltd (BIAL). Tamaal's association with different clusters and what they focus on:

- Kondapalli Dolls- Andhra Pradesh Cluster

- Thanjavur Thalayatti Bommai- Tanjore Cluster

- Jodhpur Cluster

- Jute from West Bengal and Kerala

- Mysore Craft Cluster

- Hoysala Temple (Hassan- Karnataka Cluster)

They have an active relationship of around 39 clusters in India. We had the opportunity to meet with Mr. Vinay Prashant and understand more about Tamaala. The insights and guidance provided by him helped us in our project to work towards arriving at a feasible approach and direction to progress.

Project Objective

The project was aimed at understanding the corporate buying process and various factors that go into it.

The areas focused on were:

- The occasion for which gifts are bought

- Buying cycle- time taken to decide on the gift

- Decision-makers

- Thought behind the gift

- Who is the receiver of the gift?

- Do they prefer handicrafts as gifts?

Problem Statement

Rural handicraft is the 2nd highest employment provider after agriculture in India.

Even though they were able to sustain for quite an amount of time, the handloom industry, the whole, is being endangered and we as a team were able to give them a few inputs from our research and analysis to aid them in taking forward their actions in the right directions.

Approach to the Problem

Research for Database

To make the one percent dent in the INR 1,75,000 crores market of corporate gifting required an extensive database of companies across various sectors.

The research began by convenience sampling of contacts in the corporate sector and then reaching out further to suitable prospect organizations to provide contact details of decision-makers in their organization. Apart from this, a LinkedIn search was used to reach out to other potential prospects.

A total of 284 companies were reached out to and responses were gathered from 81 of these companies. The focus was on mid-sized businesses, MSMEs and smaller start-ups.

Project Execution

The project execution was conducted based on an exploratory research method. The entire exercise was done in a periodic and orderly fashion. Basic research on the NGO organization which is Tamaala Art Merchandise was executed by the team before visiting the facility. Once the facility was visited, the team received good knowledge on the industry and the expectations from the organization and the NGO mentor Mr. Vinay Prashant. There was also a variety of handicraft stock that was on display. The team also had an initial brainstorming session with the faculty and NGO mentor and discussed the outlook of the project. Subsequently, there were

discussions within the team on the plan of action, which involved preparing a database and a pitch to gather the responses. The target was to collate a list of roughly one hundred corporate contacts as part of the database. Recent studies have indicated that the corporate gifting industry budget is estimated to be INR 1,75,000 crores, the idea is to make at least a 1% dent in this corporate gifting budget. To achieve the team had to create a sample database of corporate companies across various sectors. The following days were devoted to gathering data from the corporates to add a perspective from them. Once the data was procured, an analysis was done to capture the essence of the scenario. Following the analysis, a short presentation was done to showcase the teams' findings. In addition to the findings from the industry the team also prepared a couple of actionable insights to the NGO organization as to what needs to be done as the next step to target that 1% corporate gifting budget.

Findings

About the Industry

Indian handloom and handicraft industry has been the backbone of India's rural economy for decades. It is one of the largest employment generators after agriculture, providing a key means of livelihood to the country's rural and urban population.

To get a holistic portfolio of the industry, over two hundred and eighty companies across 20 sectors, were reached out to.

Company Size

Most of the companies that were contacted were in the range of above 1000 employees. The contacted MSMEs had an employee strength between 1-1000.

Decision Maker

Based on the responses, the key decision-makers are usually the HR Department followed by the individual department heads or the CEO in the case of smaller companies. In some cases, a separate

employee engagement committee was formed, or a separate team was designated to handle the gifting process. The entire buying process finally requires approvals from higher authorities and dealers.

Occasions for Gifting

It was found through the study that gifting is done mostly in the following cases in corporates:

- Diwali, new year, Christmas, native festivals in which the company has its branch

- Work anniversary

- Performance-based (promotion, retirement, or during exit)

- Birthday of employees

- Company's personal achievement (getting big clients, company' anniversary)

- Other milestones

Gifting To?

- Employees- Employees are one of the important people organizations look at when gifting. They want their employees to feel satisfied and motivate them to work efficiently. Organizations look at gifting something of utilitarian purpose which can be of use to the employees.

- Mentors- Start-ups in the funding stage have mentors guiding them and these organizations gift their mentors as a token of appreciation.

- Clients- Organizations prefer giving their foreign clients something which represents Indian heritage and culture as well as which promotes the brand of the organization.

Time to Decide

Generally, organizations take minimum two days to a maximum of one month to decide the gift. It depends on organization to organization and the department which is doing the gifting. Companies are even interested to switch to Indian Handicrafts are even willing to order 1 month prior.

Time taken to decide on the gift is a crucial factor that Tamaala looks at as it would enable it to plan accordingly.

Thought Behind Gifting

Gifting helps to strengthen bonds at the corporate level. Such an effort made by organizations on milestones at work or on a personal level helps employees form a personal bond, resulting in long-term and meaningful relationships.

Gifting can be used by HR teams to build teams, recruit, and retain personnel, and create a unique corporate culture on a variety of occasions.

Here are a few examples:

- Annual Festival Gift by employer/vendor / mentee

- Celebrating a memorable occasion

- Top Performer Gift

- Gift for an anniversary or a special occasion (by employer or friend)

Budget

The budget for presents is decided by the business segment and nature.

The companies that took part in the poll employed anywhere from 20 to over 1,000 people. Where the sentiment behind the gift was more important than the cost. The average gifting amount per employee was estimated to be between Rs 500 and Rs 1,500. Starting at Rs. 200 per employee and rising to Rs. 20,000.

Corporate's Sentiment Towards Handicrafts

• The corporates said that they have already incorporated handicrafts/handmade products in their gift hampers, resulting in about 79 percent of the comments being favourable and prospective.

• They are willing to give handicrafts as gifts if they tell a narrative, are unique, and reflect Indian ethnicity. • Some said they have always wanted to explore but didn't know where to start.

• And just a few people consented to include one handmade item in their hampers.

Recommendations

Sales Plan

A total of 284 companies were contacted for the study, with 81 of them being connected. Overall, 64 favourable or prospective responses have been received.

AIDA Funnel

A sales funnel was done that comprises 4 basic steps, that are as follows:

Awareness**-** The "awareness" stage of the sales funnel is where individuals first learn about the product or service. They may have heard about you through advertising, social media, or word of mouth. Tamaala as a firm may concentrate on raising awareness about the items it offers to the 64 potential corporate clients we've contacted, all of which have given us favourable and promising responses. The company might reach out to potential customers by introducing them to their website and informing them that the company exists and is striving to sell handicrafts. They can communicate with customers via e-mail. Tamaala's most significant task is to promote the products on various social media platforms such as Instagram, Facebook, and Twitter.

Currently, having a strong social media presence is crucial. The company will be able to reach a larger audience in less time this way.

Interest- Prospects will evaluate the company based on their level of interest after learning about it. They'll consider the problem they're attempting to solve and perform competitive research to ensure that the company's answer is the best. Because most corporates have stated that they are seeking for giving things that are utilitarian in nature, Tamaala should offer products that are of significant value to their clients.

Decision- To persuade a consumer to purchase a product, Tamaala can provide a demo, free trials, or special discounts, all of which can assist customers in making faster judgments. Sales pages and calls assist customers in making faster selections at this level.

Action- The action step in the sales process is where the organisation should focus on the product, their education, engagement, and retention for new clients. It should create new nurturing series for prospects and follow up with them after a few months.

Positioning and Change Management

Tamaala can market itself as a social entity where handicrafts symbolise Indian heritage and culture, based on the team's corporate analysis and the sales plan. Corporates want to give their clients/employees something meaningful and consistent with their brand, so Tamaala may include the logo into its handicrafts. Even though the team attempted to be comprehensive in terms of market research (i.e., knowing what corporates anticipate from rural handmade products and identifying key decision-makers in various firms), they concede that more refining is possible. To begin with, the empirical findings from the data obtained are applicable to other organisations and circumstances. Second, the gathered data and insights can be put to good use in identifying the appropriate point of contact in various businesses to change the products offered as presents, whether to employees or clients. Third, in terms of buying

behaviour of rural handmade products as gifts (essentially open to the idea of giving handmade products as gifts), the responses obtained from the comprehensive study from multiple organisations in various sectors have been forecasted as positive, medium, and negative, which will aid Tamaala in gaining new prospective clientele. Fourth, based on the study's results, Tamaala has a clear grasp of the expectations for handmade products. Ideally, Tamaala can utilise these inputs to modify or adapt the handmade products (if necessary) to meet the needs of corporates.

Our Suggestions (TEV analysis)

The following top recommendations for Tamaala seemed realistic based on conversations with the companies:

Promotion of utilitarian gifts

The usefulness of gifts is a major criterion, which is why companies prefer Chinese gifts or electronics.

- Economic feasibility- Tamaala has already branched out into handicrafts that are more than simply showpieces, such as coaster paintings, stationery, and an amplifier created from fallen ivory wood and organic paint. As a result, Tamaala has the resources necessary to examine this option.

- Financial feasibility- Because these are existing Tamaala items, cost should not be an issue. Traditional gifts might be reserved for the government, while non-traditional things could be targeted at businesses.

- Operational feasibility- To reach the target clients, Tamaala will need to focus on product positioning and promotion.

Tie-ups with Government e-Marketplace (GeM) portals and enhance transparency about operations

Many businesses hire gifting organisations to assist them with their demands. A lack of knowledge about Tamaala's operations is also a

stumbling block. Several organisations voiced concerns about the actual assistance provided to the craftspeople.

- Economic feasibility- Collaborations with gifting businesses will expand their reach and reduce the time spent manually searching for customers. Corporates will exhibit interest only when they have learned about Tamaala's unique proposition.

- Financial feasibility- Although increasing brand recognition may cost Tamaala money, it is a critical component of every brand and thus a very practical strategy to attract customers.

- Operational feasibility- Tamaala's current approach for entering the business sector includes establishing credibility and attracting clients.

Incorporate the client's brand in the hamper

The brand message is an important component of any business gift. A customised card or statement from the firm as part of the entire hamper would be preferred by corporates.

- Economic feasibility- Tamaala currently includes little cards with products to explain the background of the products, therefore adding the company message to the same card or adding another card would not require any additional resources.

- Financial feasibility- Although printing an extra card or putting a personalised message to the reverse of each existing card would incur additional costs, the cost will be easily recovered from corporates.

- Operational feasibility- Adding the client's name, logo, slogan, etc. is a very cost-effective approach to provide the clients what they want without jeopardising Tamaala's brand or disrupting current operations.

Ensure product quality, safe shipping

The product quality and safe packing are two important concerns with handicrafts. It would be easier to establish trust if Tamaala could guarantee minimal to no in-transit damage. Due of the epidemic and the corporate presents provided via delivery services to employees, concepts such as flat packaging are gaining traction.

- Economic feasibility- Tamaala may find it difficult to implement this option because handicrafts come in a variety of forms and sizes, and even putting them together requires some experience.

- Financial feasibility- If Tamaala tries to incorporate this concept into its products, either the entire product line or the materials used in the products will have to be reviewed. This will undoubtedly have an influence on costs, from procurement to shipping.

- Operational feasibility- This solution is crucial to Tamaala's overall strategy, as product quality is a critical concern for businesses. If Tamaala gains credibility in this area, it will undoubtedly open doors to many potential customers.

Future Implications

For decades, the handloom and handicraft industries have formed the backbone of India's rural economy. People used to value Indian handicrafts and the culture they represented, but now they don't. Due to the tangible and intangible qualities of its artisan tradition, as well as its geographical heterogeneity, India has a competitive global advantage. India's craft industry has the potential to become a billion-dollar market with the right support and economic climate. The development of a systematic strategy that promotes the fundamental importance of craft skills while simultaneously opening doors to product design and manufacture will expand access to new markets.

Key Takeaways & Learnings

Though the project's goal was to analyse corporate buying behaviour for rural handicrafts, it also allowed us to learn about and observe the craftsmen' lives. And that was the project's singularity.

It was also discovered that rural artists make less than Rs. 10,000 per month on average, which is insufficient to maintain a family of four; nonetheless, this does not prevent them from producing the best handicrafts for customers. From getting the appropriate materials in the correct quantity to getting the right equipment, these artisans put forth a lot of effort.

People frequently fail to appreciate the life we have and wish for more, yet they are unaware of the difficulties that the poor endure in society. I was able to see and appreciate the minor things in society because to JAGSOM's 10-day Social Immersion Program.

Conclusion

"There is no greater joy nor greater reward than to make a fundamental difference in someone's life."

CSR initiatives are always viewed as a cost to the business. Understanding the objective of such actions by recognising the impact of a single phone conversation has been extremely beneficial to us as future managers. Tamaala's brief voyage has instilled a sense of responsibility for Indian culture and history.

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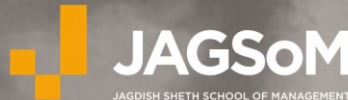
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