



Sandip University
School of Commerce & Management Sciences

“Social Immersion Initiative”

by

BBA (Hon.) Semester IV students under the “Entrepreneurship Development Cell”

at Zila Parishad School, Belgaon Village, Triambak Road, Nashik

in Association with Gram Panchayat, Belgaon Village

on 28.3.2023 from 10.30 am to 12.30 pm

Conducted by:

Dr. Amit Aggrawal, Professor, SOCMS

About the Initiative:

“Social Immersion Initiative” was conducted with proactiveness and enthusiasm by the students of BBA (Hon.) Semester IV under the mentorship of Dr. Amit Aggrawal, Professor, SOCMS on 28.3.2023. It was a great learning experience for the students because they got to have an on field experience of the social sector and working with the focused group of primary school students. The local Gram Panchayat was very helpful in conducting this initiative. A series of brain storming sessions and meeting were conducted so as to plan the initiative towards maximum development of our students and the focused group.

Objectives of the Initiative:

The primary objective of the initiative was to introduce the youth to the environment of social sector so as they may utilize their creativity, imagination, empathy and synergetic working to leverage upon contributing to the society. The objective of the initiative was also to get the students equipped to work for utilizing their education and team spirit for symbiotic growth of the society.

The Activities Carried under the Initiative:

Our students were very excited towards the initiative and participated with full vigor. The activities under the initiative were designed keeping in mind the focused group which was students from class I to IV. Therefore, being the first day, many ice breaking activities were planned and executed. The Principal of the Zila Parishad School welcomed the “Social Immersion Initiative” participants and following activities were conducted:

1. Division of students into teams, each lead by one SOCMS student.



Sandip University
School of Commerce & Management Sciences

2. Distribution of sweets to the school students
3. Informal introduction
4. Poem Competition
5. Cricket match
6. Kho Kho match
7. Dance

Outcome of the “Social Immersion Initiative”:

The “Social Immersion Initiative” proved to be very rewarding in terms of hand holding our students to learn by venturing into the still emerging field in the nation which is “Social Entrepreneurship”. The initiative was designed to help the students working towards a step for social transformation and the participation of the students was very good. As it was a first initiative, therefore, the conducive environment was created to make the focused group members very comfortable with our students. Further, more activities will be designed.

Some of the photographs of the initiative are attached below:





Sandip University
School of Commerce & Management Sciences

