

1. Awareness Phase:

The Awareness phase is characterized by creation of awareness about the philosophy of Project Bandhan among the newly admitted students so as to create a sense of social responsiveness and to drive them to actively participate in the project. The Awareness Phase also include the creation of awareness about the Melghat Bamboo Raakhi among the school children and the assigned market in the respective geography.



Late Shri. Sunil Deshpande (Founder – Sampooran Bamboo Kendra) delivering Awareness Session regarding Melghat Raakhi to the newly admitted students of the Institute



Students of the Institute carrying out Awareness Sessions in various schools of Nashik Region

2. Business Activity Phase:

In Business Activity Phase the students carry out business activities such as scheduling and conducting the Do It Yourself (DIY) Raakhi Making Workshops and competitions in the schools, setting up the Raakhi Stalls at prominent markets and in the selected companies or organizations premises.



The students of the Institute organized the Raakhi Making Workshop for the school children of the tribal area in the Institute Premises



The Students of the Institute, scheduled and organized the Raakhi Making Workshop and Competitions at various schools of Nashik Regions



The Raakhi Stalls are being installed at prominent market places and premises of the selected organizations. Thus the business activities are carried out on 3-fronts: The Schools, The Markets and The Corporate Organizations.

3. Revenue Generation Phase

As a result of the restless efforts of the students during the Raksha-badhan season results in the generation of the revenue through the sell of the DIY Raakhi Kits and the readymade Bamboo Rakhis. This generated revenue is then handed over to the Sampooran bamboo Kendra, Melghat – an NGO working for the well-being of the tribals of the Melghat Area.



Smt. Neelimatai Pawar (Hon. Sarchitnis – MVP Samaj) handing over the revenue cheque to Mrs. Nirupama Deshpande (Co-founder – Sampooran Bamboo Kendra)



The Management representatives of MVP Samaj Trust handing over the revenue cheque to Late Shri. Sunil Deshpande (Founder – Sampooran Bamboo Kendra)



The Principal, Staff Members and the students handing over the revenue generated cheque to the representatives of the Sampoorn Bamboo Kendra NGO



The Project Bandhan, being an impactful activity in the field of social responsiveness, it garners a widespread media attention and coverage.

4. Follow-Up Phase:

The Follow-Up phase of the Project Bandhan is marked by the students sharing their experience of the Project Bandhan, learnings, challenges faced, mistakes committed preventive measures and their suggestions to make this social project more successful in future.



The Follow-Up Phase of the Project Bandhan is important from the point of view of the students and the Institute as the participant students share their experiences and learnings

5. 360° Impact:

a. For the Tribals of the Melghat:



The part of the revenue generated through the Project Bandhan Activity is utilized in the establishment of “Gram Dnyan Vidyapeeth” a skill development center cum university which is working on the development of artforms of the Melghat tribals that they preserved and reared for generations.



The Project Bandhan is proving to be a sustainable medium and a model of provision of the employment and market to the products manufactured by the tribals of the Melghat. This easy to replicate model resulted in the spread of the awareness and demand for the Raakhi of Melghat tribals in various districts, states and countries of the Globe. Thus, proving to be a prominent step towards alleviating the poverty and fighting the predominant issue of Malnutrition in Melghat.

b. For the Participant Students and the Institute



The Project Bandhan presents an opportunity to the students for learning skills and competencies required for employability and entrepreneurial capabilities. The participant students have reported the improvement in crucial skills such as Communication Skill, Confidence, Market knowledge, Leadership Skills, Team Work, Coordination etc. They have also reported, the mention of the Project Bandhan participation in their C.V. has helped them giving a competitive edge over the other students while campus placement activities in the elite organizations such as Mahindra Finance, Sahyadri Farmers Producer Company Ltd., etc.

c. Media Management

The Local and National Media support to the Project Bandhan has played a very crucial part in garnering the expected support from the masses. The local marathi newspapers such as Sakal, Deshdoot, Pudhari, Lokmat, Divya Marathi etc. cover the news right from the awareness phase of the product. Whereas the news national newspaper such as Times of India, Zee News, Lokmat Times etc. provide the leverage that the project needed for scaling up. The Students of the Institute while carrying out the Project Bandhan Activity, also learn and manage these media coverages thus adding an extra skillset under their belt.



Students raise ₹4.6L for Melghat tribals through rakhi sale

Times News Network

Nashik: The MBA students of Maratha Vidya Prasarak group's Karmaveer Baburao Thakre College of Management have raised Rs.4,61,534 through sale of eco-friendly bamboo rakhis made by tribal people from Melghat region and donated the money to Sampurna Bamboo Kendra (SBK), a tribal welfare organization in Melghat.

Sunil Deshpande, director of SBK, accepted the cheque on behalf of the tribal artists.

The students have raised Rs 15 lakh for the SBK in the past five years as part of 'Project Bandhan' which was in its fifth year. This year, the target was to collect Rs 4.5 lakh.

"Apart from traditional methods like installing stalls and one-to-one campaign, we used online sales and promotion this year. The social media campaign took the rakhis to even New Delhi," said Amol Thakre, a student associated with the project.

This year, four tribal women from the SBK who made the rakhis tied them to Prime Minister Narendra Modi in New Delhi. According to students, the social media campaign played an important role in this.

Principal K S Holkar said the exercise not only gives experience of direct marketing to the students, but also teaches them social responsibility. "It's a great initiative of our youths. Bamboo rakhis are beautiful as well as sturdy. We have plans to market them globally next year."



d. For the School Children



We believe the Project Bandhan is bowing a seed of innovation, creative thinking and sensitivity towards environment at such an early age among school children which could have an enormous impact in the form of development of responsible professionals and entrepreneurs in later stages of their lives contributing in the development of progressive and holistic society.

6. Other relevant information:

Index of the Videos

| Sr. No. | Video Description | Weblink |
|---------|-----------------------------------|---|
| 1 | Project Bandhan Promotional Video | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Promotional_Video.mp4 |
| 2 | Student Activities and | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_1.mp4 |
| 3 | DIY Raakhi Workshops at | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_2.mp4 |
| 4 | Various Schools | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_3.mp4 |
| 5 | Follow-Up Phase: Student | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Follow_Up_1.mov |
| 6 | Feedback | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Follow_Up_1.mov |
| 7 | Media Management: Zee News Bite | https://kbtcoe.org/NAAC/QIF/7/7.3.1/Zee_News_Video.mp4 |
| 8 | Additional Info | Project Bandhan Video: https://kbtcoe.org/gallery/ |

Additional Information & Media Coverage Links:

1. [Srushtibandh - Eco friendly Melghat Bamboo Rakhi – srushtibandh](#)
2. [मेळघाटातील राख्या मोदींच्या हातावर - Marathi News | Modi's remark on Melghat is on Modi's hand | Latest thane News at Lokmat.com](#)
3. [Craze for Melghat Bamboo Rakhi across the globe - The Live Nagpur](#)
