



NDMVP's
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Department of MBA

 **PROJECT
BANDHAN**

PROJECT ∞ *BANDHAN*

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Project Bandhan: Institute Social Responsibility (I.S.R.) & Extension Activity

(Wellbeing and Happiness of Masses)



The Priority & Thrust:

“Bahujan Hitay, Bahujan Sukhay” which stands for Wellbeing and Happiness of Masses, is the motto of Maratha Vidya Prasarak Samaj Trust and as MVP Samaj’s KBT College of Engineering, Nashik which is one of the 488 educational units run by the MVP Samaj Trust, has provided tremendous priority and thrust in Institute Social Responsibility and Extension Activity. The “Project Bandhan” can aptly be considered as the result of this institutional priority and thrust towards contribution in the betterment of masses.

The Necessity:

The Melghat tribal area of the state of Maharashtra has been infamously known for the highest number of child deaths due to malnourishment. The tribals of Melghat have been residing in inaccessible regions for years together. Due to inadequate livelihood and limited means of living, they could not even think about the amenities we enjoy. However, they possess artistic sense and they have their own essence of art. They have their bonds of emotions with their artforms and they bear fabulous imagination. They have preserved and reared their art for generations. Bamboo Rakhi is one such medium to showcase their arts and create the bond of empowerment. In Absence of proper opportunity, their dexterity could not bring subsistence for them. Hence to provide such skilful men and women a work at their place, to give them proper remuneration for it and to exhibit their art in front of the world, the Institute in association with Sampoorna Bamboo Kendra Lavada, Melghat started a social

project titled “Project Bandhan”. Conservation of environment, employment generation – thereby providing financial security and a holistic approach of skill development through active student participation is the key to success of Project Bandhan.

Project Bandhan Activity: Design & Execution

The Project Bandhan activity can be divided into 04-Phases namely:

- a. Awareness
- b. Business Activity
- c. Revenue Generation
- d. Follow-Up

The careful and systematic design of Project Bandhan helps the stakeholders to achieve the desirable objectives. The details are as follows:

a. Awareness Phase:

- The project starts with the creation of awareness about the philosophy behind the establishment of Project Bandhan among the students of the Institute
- The students are then divided into small groups 5 to 10 students per group. Each group is then assigned with various functions related to this project. The functions involved Logistics, Finances, Distribution, Presentation, Demonstration, Conduction of Workshops, Establishment of Stalls, Formal and Informal Communication, Intra group and Intergroup Coordination.
- At the same time, the accessible geographical area of Nashik (Urban & Rural) is divided into equal segments. The groups are assigned with the responsibility of conduction of Project Bandhan into the assigned segment.
- The groups then start working into their assigned segment. The group members identify the number of schools, industries and prominent market places in those geographic regions.
- Some group members take the responsibility of creating awareness about the Melghat Raakhis into the assigned geographic region.

b. Business Activity Phase:

- The group is again divided into subgroups, some of the members start working on marketing of the DIY (Do It Yourself) Raakhi Kit into the schools while others start working on the establishment of the Melghat Raakhi stalls and

canopies into the prominent marketplaces and corporate organizations' premises of the assigned region.

- The members with schools then schedule the formal meets, presentation and demonstration of use of eco-friendly DIY Raakhi Kit and Workshop for the students with the permission of school authorities.
- The members on the stall take care of the readymade eco-friendly Raakhi sale by creating awareness about the philosophy of Project bandhan & the journey of the product.

c. Revenue Generation Phase:

- The systematic and coordinated efforts of the students result in the generation of the revenue from the 03-segments namely Schools, Corporate Organizations and Stalls in the market places.
- The revenue thus generated is handed over to the group which is taking care of finances.
- More aggressive marketing activities are undertaken in those geographic regions where the sales are not up to the mark.
- The marketing and other activities are continued till the occasion of Raksha Bandhan Festival. The students make restless efforts to generate maximum revenue during this period.

d. Follow-up Phase:

- Follow-Up Phase marks the conclusion of the Project Bandhan Activity for the particular academic year, however this is one of the most important activities. In this phase the students are asked for self-reflection about the 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 efforts taken by the students are also recognized through the distribution of appreciation certificates at the hands of eminent personalities.

The 360⁰ Impact:

The “Project Bandhan ” which was started as a social responsibility activity now has grown to a full-blown social project attracting the attention of nation-wide masses and media. The scale of the growth can be understood by the fact that in the year 2018, the Prime Minister of India, Mr. Narendra Modi invited the tribals from Melghat to tie the Bamboo Made Raakhi on the occasion of “Raksha Bandhan ”. The project has reaped innumerable benefits to all its stakeholders which can be considered as evidence of the success of “Project Bandhan”. Few of the evidences are listed below:

a. For Tribals of Melghat:

- The Institute has contributed more than Rs. 20 Lakh to the welfare of tribals of Melghat through Project Bandhan.
- Project Bandhan bowed the seed of Maharashtra’s 1st Gram Dnyan Vidyapeeth. And part of the revenue contribution is utilized to start a University in Melghat area.
- 10 – Villages, 100 – Families and counting, have been provided with financial security through employment generation by Project Bandhan thus helping the people in poverty alleviation and fighting the issues such as Malnourishment.
- It’s the Project Bandhan impact that the Raakhi product from Melghat now has a market not only in India but across 50 Countries of the Globe.
- The students being in contact with the consumers, they know the expectations and preferences of consumers. Accordingly, they provided the suggestions to the Raakhi Makers, which helped them in the crucial modifications in the existing product and development of the new product such as DIY Raakhi Kit.
- The Project Bandhan has provided the Tribals a simple to adopt yet effective and easy to replicate model of employment and revenue generation which marks their journey towards sustainable development.

b. For Institute Students:

- The Project Bandhan presents an opportunity to the students for learning skills and competencies required for employability and entrepreneurial capabilities.
- The participant students exhibited the improved skills such as Leadership, Team Work & Coordination, Project Management (Time and Resources Management), Communication Skill, Presentation Skill, Critical Thinking Skills, Consumer

Behaviour etc. which students have reported of helping them in securing an employment or opting for a start-Up.

- As a result of Project Bandhan activities, the students enhance their awareness and engagement with values, ethics, duties and responsibilities.
- The Project Bandhan has helped students to change their perspective towards the underprivileged section of the society and to contribute to the positive social change.
- Students

c. School Children

A simple activity such as preparation of Raakhi from eco-friendly DIY Raakhi Kit has been serving as 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.

d. The Environment & Society

The Project Bandhan activity is in alignment with the “National Bamboo Mission” of the Central Government which compliments the conservation of environment and poverty alleviation through the effective marketing of Bamboo Products. The marketing of eco-friendly Raakhis which are made from bamboo tree parts including bamboo seeds in place of synthetic raakhis would help in conservation of the environment and wellbeing of society in the long term.

The Project Bandhan has assisted students in respectful cultural exploration, engagement, acceptance and collaboration as members of an inclusive social community.

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 – Sampurn 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 Sampoorn 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 – Sampoorn Bamboo Kendra)



The Management representatives of MVP Samaj Trust handing over the revenue cheque to Late Shri. Sunil Deshpande (Founder – Sampoorn 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. 360⁰ 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.

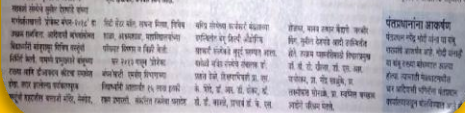
b. For the Participant Students and the Institute



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 plan 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 DIY Raakhi Workshops at Various Schools | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_1.mp4 |
| 3 | | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_2.mp4 |
| 4 | | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Act_3.mp4 |
| 5 | Follow-Up Phase: Student Feedback | https://kbtcoe.org/NAAC/QIF/7/7.3.1/PB_Student_Follow_Up_1.mov |
| 6 | | 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](#)

