

Holistic development initiatives rise at B Schools

Socially involved projects can be used as a tool to improve the employability of a student

Industry desires that the MBA graduate should have holistic development. Socially Involved Projects (SIP) also leads to this and in turn, results in a study life balance (SIB) concept wherein the student enjoys the high demand student life of a MBA. The objective of these projects is to

create an awareness of the social issues and through this awareness the self development measured in terms of group working, negotiations, communication skills, ethical working etc. In many cases, the student could also become not just a manager but a leader himself or even an entrepreneur. SIP projects could include for example blood donation camps, eye camps, awareness of HIV, clean Mumbai projects etc.

One another noteworthy project adopted through the SIP group involved adopting a village and carrying out ac-

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tivities in the area of women empowerment, microfinance etc. Through these SIP projects, diverse groups of students, villagers, and other stake holders come together, think of a plan and implement the same. The initial fright of how to approach, how to communicate with unknown persons, the negotiating skills, group dynamics etc are all practically learnt and implemented.

In implementing these SIP projects it is a case of perform or perish. Ways need to be evolved to ensure these projects are

successful. The logistics of the entire project is sometimes very crucial and needs to be carefully studied. Thus for example, the issue in a case of blood donation camp would involve identifying the donors, collaboration with a group of doctors or NGO, identifying and collaborating with a blood bank, having an ambulance ready in hand in case of emergency, etc.

Most importantly ensuring that cleanliness, storage facility of the blood are strictly adhered to as per norms. After the blood donation camp, collecting the

blood donor's card and distributing the same to the donors. In the blood donation camp, the logistics aspects are extremely important for the success of the project. SIP projects provide opportunities to the student to develop himself holistically. This will help him to hold himself in the corporate world – an important aspect which the corporate looks at in evaluating a student.

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