



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

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MADANAPALLE - 517 325, www.mits.ac.in ☎ : 08571-280255, Fax : 280433



(UGC Autonomous)

## RURAL IMMERSION PROGRAMME

### Report on the Field Work Conducted as a Part of Curriculum in the III Semester of Master of Business Administration

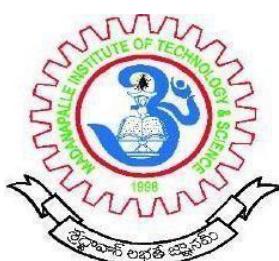
*By*

- |                       |                       |
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Under the Guidance of

**Mrs. S. Sujatha M.B.A., M.Phil**

**Assistant Professor**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC Autonomous - Affiliated To Jawaharlal Nehru Technological University-Anantapuram)

**MADANAPALLE-517 325**  
**ANNAMAYYA DISTRICT, A.P.**

**2021-23**



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## Department of Management studies

### *Certificate*

*This is to certify that this report on Rural Immersion Programme is a bonafide record of practical work done by Ms. P. Pushpanjali, M. Radha , Mr.P . Sai Ganesh, B. Sai Harish, G.S. Sandeep Reddy bearing the Reg. No. 21691E00A9, 21691E00B0, 21691E00C2, 21691E00C3, 21691E00C7 Of MBA programme in the III Semester during the academic year 2022-2023.*

**Mrs. S. Sujatha M.B.A., M.Phil**  
**Assistant Professor**  
**Rural Immersion Guide**

**Prof Sremmant Basu**  
**Ph.D--IIT Kharagpur**  
**Dean-Administration & International Relations**  
**Head-Department of Management Studies**

**Signature of the Examiner**

## **DECLARATION**

We declare that this report on the Rural Immersion Programme is a bonafide work done under the guidance of **Mrs. S.Sujatha M.B.A., M.Phil, Assistant Professor**, Department of Management Studies, **Madanapalle Institute of Technology & Science**, Madanapalle, as a part of MBA Curriculum .It is a record of original work done by us in **Pothabolu Village**.

- |                              |                              |
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| <b>1) P.Pushpanjali</b>      | <b>(Reg. No. 21691E00A9)</b> |
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| <b>5) G.S. Sandeep Reddy</b> | <b>(Reg. No. 21691E00C7)</b> |

**Date:**

**Place:**



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC-AUTONOMOUS INSTITUTION)

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NAAC Accredited with A+ Grade, NIRF India Rankings 2021 - Band: 201-250 (Engg.)



Date: 01.12.2022

To

The Sarpanch,  
Gram Panchayat  
Pothabolu

Sir,

**Sub:** Permission for Undertaking Rural Immersion Visit by MBA 2<sup>nd</sup> Year  
Students -Reg.

MITTS is a premier institution imparting quality education. The institution is NAAC Accredited with "A+" Grade. The institution offers 7 branches in the UG Engineering stream and 2 branches in the PG stream namely, MBA and MCA.

Department of Management Studies has been accredited by the National Board of Accreditation (NBA) for 2 Cycles. The department has highly qualified and experienced faculty and are vibrant in organizing various activities for the students that match the requirements of the industry especially in the areas of Analytics, Capital Markets, Digital Marketing etc. The department also offers various certifications in collaboration with various organizations like NISM, NSE, etc.

As part of MBA curriculum, MBA 2<sup>nd</sup> Year 1<sup>st</sup> Semester students need to carry out the Rural immersion visit in a village in a team. We request you to accord permission to visit your village for carrying out Rural Immersion for two visits on 22.12.2022 & 05.01.2023. The following students may kindly be permitted to visit the village:

1. Sai Harish (21691600C3)
2. Sai Ganesh (21691600C2)
3. Sandeep reddy (21691600C7)
4. Radha (21691600B0)
5. pushpanjali (21691600A9)

Thanking you,

Head

**Department of Management Studies**  
Department of Management Studies  
Madanapalle Institute of Technology & Science  
Madanapalle - 517 325

Permitted by:

*C. Narada Babu*  
**Village Revenue Officer**  
Pothabolu (Village)  
Nellore District

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## **Rural Immersion Program**

Rural immersion course, which has been part of our flagship MBA program since inception, reflects our commitment to create responsible leaders by providing values-based education and to make a meaningful contribution to the region. We believe that it is essential for future managers or entrepreneurs to have a good understanding of the social and political background of the country. To pursue this, rural immersion starts with a course on the Indian social and political environment and continues with the class dividing into five-person teams which spend a week in a village where they work closely with NGOs to appreciate on-the-ground realities and challenges faced by those at the pyramid.

The rural immersion program allows students to develop sensitivity to rural issues through direct experiential learning.

Students are connected with the local NGO partners working in the areas of livelihood, health, and education. These grassroots organizations work as liaison and host for the students. Students have pre-defined assignments designed for them which they execute in groups. One important part of these assignments is to develop an understanding of the socio-economic status and resources of a village through participatory rural appraisal methods. Students conduct door to door surveys, focus group discussions and informal discussions.

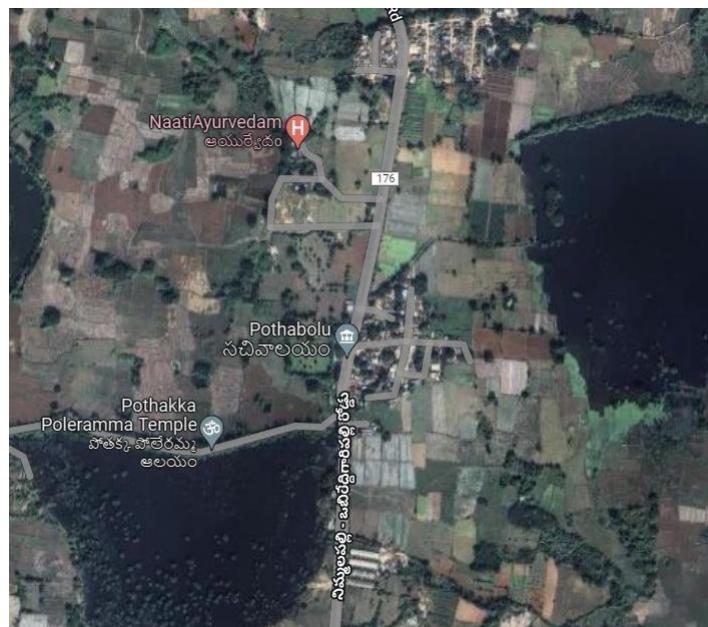
Rural growth in India has developed rapidly. The Rural Consumer is now spending more. This is the Market of Tomorrow and the students need to be sensitized to the dynamics of doing business in rural India. Rural immersion program helps students to understand through field trips over a period of one week. This initiative uses the experimental learning model to create complete manager who can stand up to the pressures of modern world.

Since it helps in gaining Knowledge, learning and understanding the role of the individual enhancement in leadership qualities, understanding the behavior of people and practical knowledge.

## **1. Village Profile:**

- Village Name :Pothabolu
- Mandal :Madanapalle
- District :Annamayya
- Population :5451 (Male - 2655, Female - 2796)
- No. of Families :1675
- Literacy Rate : 95%
- Agriculture : Tomato , Paddy, Ground Nut, Maize

Pothabolu village comes under Madanapalle Mandal, Annamayya district of Andhra Pradesh. It is situated in Rayalaseema region. It is located 83Kms from district and 10Kms from Madanapalle.



- Established in year 1947, MPPS POTHAPOLU is located in Rural area of Andhra Pradesh state of India
- Pothapolu Local Language is Telugu.
- Pothapolu Village Total population is 5872 and number of houses are 1375.
- Female Population is 52.0%.

- Village literacy rate is 63.7% and the Female Literacy rate is 29.9%.
- Pothapolu is a Village in Madanapalle Mandal in Chittoor District of Andhra Pradesh State, India. It belongs to Rayalaseema region .
- It is located 85 KM towards west from District head quarters Chittoor. 498 KM from State capital Hyderabad.

Pothapolu Pin code is 517319 and postal head office is Chinnatippasamudram .

Pothapolu is surrounded by Kurabalakota Mandal towards North , Nimmanapalle Mandal towards East , Ramasamudram Mandal towards South , Punganur Mandal towards South

Madanapalle, Punganur , Srinivaspur , Mulbagal are the near by Cities to Pothapolu

## **2.Historical Background:**

- Pothabolu is a small village in Madanapalle mandal in Annamayya District of Andhra Pradesh state.
- It comes under Pothabolu Panchayat.
- It belongs to Rayalaseema Region. It is located 83Kms from district and 10Kms from Madanapalle.
- 517319 is the pincode of the village.
- Tirupati, Madanapalle and Chittoor are nearby cities to Pothabolu.
- Agriculture is the Backbone of the village. Most of the people depend on farming.
- On this special day of Muharram, Hindus visit Sufi shrines. Peerla Panduga is actually an occasion of sorrow when the Hindu devotees respect the sentiments of their Islamic brothers and and participate in a solemn procession.
- Peerla Panduga is a festival celebrated by Hindus as well as Muslims in Telangana region of Andhra Pradesh, India.
- Peerla Panduga is a festival celebrated by Hindus and Muslims in the Telangana State, Rayala Seema region of Andhra Pradesh, India.
- Muharram, also called Peerla Panduga is an important festival in the state of Telangana.
- Muharram, also called Peerla Panduga is an important festival in the state of Telangana.
- Muharram is a festival marked by processions.
- During this occasion, a relic called Alam is taken out as a procession.

- Peerla Panduga' was celebrated by the majority Hindus in urban villages across Mahbubnagar, Wanaparthy, Gadwal and Nagarkurnool districts .



### **Need for the study:**

This program helps in understanding the rural surroundings and market. This helps in building of the knowledge, development of creativity, helps in decision making and to improve the communication skills, even helps how to interact and deal with the healthy environment among the different age groups. Through this program we will gain an experience with strangers how to handle the people, it also helps in personality development, this program gives practical knowledge, experience which helps in career building.

### **Scope of the study:**

- The study is done considering only the social & economic status of villagers.
- The study is confined to Narlapalli village only.
- The observations of the study are for only during the time of study.

## **Objectives of the study:**

- To get the knowledge on the prevailing rural condition to develop our ability and enrich us in our academics.
- To study and analysis of various schemes undertaken by the government in villages and understand their execution and effectiveness.

## **Pothabolu Sachivalayam:**



### **3. Cultural aspects:**

- This temple constructed many years ago.
- It is named as Ramalayam.
- There is a Historical Mosque in the village.
- This mosque build many years ago. • Every year they celebrate “URUSU”.



They celebrate Urusu yearly ones in the time of ramjan *Urusu Festival* is celebrated by mostly the Muslim pilgrims at Ajmer Sharif Darga.

#### **4. Agriculture:**

- The farmers grow paddy, groundnut, tomatoes.
  - Farmers receive fertilizers from the Government to increase their yields.
  - The Indian nation build on cultivation.
  - Cultivation is the back bone for Indian country since almost 80% depends on this agricultural sector due to last decades less rainfall the farmers are being facing a lot of problems and difficulties in the context as per this were we had less yield in the last three years in the agricultural sector since with they many people have stopped cultivation and moved to occupation and earning money to run their daily necessary needs and wants
- 
- **Tomatoes**
  - **Paddy**
  - **Groundnut**
  - **Vegetables**

#### **Paddy:**



- Paddy is the second most significant harvest become by the panchayath.
- Most ranchers just get to reap the harvest two times per year, so they must be extremely mindful so as not to utilize pesticides on it like clockwork.
- In this manner, these terms ought to just be applied; if not, the yield might bring about calamity.
- To guarantee their endurance, they will store

### **Ground nuts:**

Groundnut is raised in a sandy loam as well as well drained sandy clay loam soil.

Deep well- drained soil with pH of 6.5 -7 as well as having great fertility are perfect for groundnut cultivation.

Spanish as well as Runner varieties are beneficial for good quality soil compared to the Virginia forms.

### **Maize:**

- The corn plant is a tall annual grass with a stout, erect, solid stem.
- The large narrow leaves have wavy margins and are spaced alternately on opposite sides of the stem.
- Staminate (male) flowers are borne on the tassel terminating the main axis of the stem.
- The pistillate (female) inflorescences, which mature to become the edible ears, are spikes with a thickened axis, bearing paired spikelets in longitudinal rows; each row of paired spikelets normally produces two rows of grain.
- Varieties of yellow and white corn are the most popular as food, though there are varieties with red, blue, pink, and black kernels, often banded, spotted, or striped.
- Each ear is enclosed by modified leaves called shucks or hus

## **Tomatoes:**



- With around 70-75 present appearances, pothapolu is the essential provider of the harvest to the Madanapalle market.
- The market in Madanapalle has gotten tomatoes from send out.
- Daintily seed ought to be planted in lines with a distance of 10-15 cm. The seeds are planted at a profundity of 2-4 cm, covered with a slim layer of soil, and given a light moistening with a watering can.
- To keep up with the fundamental temperature and dampness, the beds ought to be covered with dry straw or grass sugarcane leaves



## **5. Economic conditions of the people:**

- Historically, Agriculture has been the mainstay of the village economy.
- Here the majority of the people are self supported farmers, living in small settlement shelter across the village.
- In this village people are depending on pension, harvesting and other sources are available.
- Small scale farming developed there, which gain boost to economy.
- Animal rearing, agriculture and Bricks manufacturing are main occupation. ○ Farming is main resource.



## **6. Education:**

### **Anganwadi:**

The word Anganwadi means countryard shelter in the Indian language. They were started by Indian Government in 1957 as a part of the Integrated Child Development Services Program to combat child hunger and malnutrition.



This center may also provide some basic medicines and contraceptives and supplementary nutrition, non-formal pre-school education, nutrition and health education, communication, health check up.

- In this Anganwadi schools they are 72 children are enrolled.
- Two teachers are working in that schools
- Two helping people are working in that schools to cook food for the children
- In that schools, they are providing nutrition food for pregnant women.
- In this school main problem is infrastructure.
- The salary for Anganwadi school teacher id Rs 10,000
- The timing for the Anganwadi schools are 9:00 AM to 4:00PM



## **Primary School:**

In the pothapolu village we found 2 schools which are divided as per standards. they are Anganwadi and primary and Secondary schools since the village having the both Anganwadi, primary and secondary (i.e., up to 5<sup>th</sup> class) and secondary education (i.e., 6<sup>th</sup> to 10<sup>th</sup>) as coming to its infrastructure it was developed by the government for all Anganwadi primary and secondary it was established in 1990 's by the government of authorities the village shows good education status since from 12 years the strength is constants from the report of pass cuts .



### School Strength:

Class Wise	No. of Students
1 <sup>st</sup> Class	10
2 <sup>nd</sup> Class	12
3 <sup>rd</sup> Class	10
4 <sup>th</sup> Class	14
5 <sup>th</sup> Class	09
6 <sup>th</sup> Class	09



- The village Pothabolu has a school.
- The faculty in school is 3, 1 Head master.
- The students are 69 all together.
- There are 30 boys and 39 girls.
- The children comes from nearby panchayat.
- The school starts from 09:00Am-04:00Pm.
- There are 6 classes in that school.

#### **Mid-Day meals menu:**

DAY	MENU
MONDAY	Rice, egg curry
TUESDAY	Tomato rice boiled eggs
WEDNESDAY	Vegetable rice, potato kurma
THURSDAY	Polenta
FRIDAY	Rice, eggs

## **FACILITIES:**

- Midday meals
- Text books
- Uniforms
- Toilets
- Play kits
- Games and charts

## **GAMES:**

- Kho-Kho
- Running race
- Chess
- Caroms
- Skipping

## **7. Nutrition, Health and Well being:**



- In this veterinary hospital they treat Goat, Cows, Oxen, and Hens etc.
- The medicines are coming from the government.
- One head nurse is there in the hospital to take care.

## **8. Water Resources and Sanitation :**



- In pothapolu village the main water resources are one water tank and small channels,lake.
- All the village people are depended on water tanks for drinking ,lakes, canals and borewells for agriculture and Irrigation purpose.



## **9.Skill Development and Job Creation:**



- Here in this village, mostly the people are skilled with the farming and the poultry farming.
- Through this, the people generated the income for their families.



- Poultry farm is one of the source of job creation in this village.
- They sell eggs and flesh from the hens and earn the income for their families



## **10. Sustainability and Climate action:**

- Climate change is caused by Human activities and is threatening the way we live and the future of our planet.
- By addressing climate change, we can build a sustainable world for everyone.
- In this village they follow the environment friendly actions and support for the climate actions
- A strong climate agreement backed by action on the ground will help us achieve the Sustainable Development Goals to end poverty, build stronger economies and safer, healthier, and more liveable societies everywhere.



## **11.Electricity and Clean Energy :**

- Here 24/7 electricity are available.
- The Pothapolu has 300 poles are there and street lights are 50.
- The electricity is available to agriculture is 11 hours.
- Being a “renewable electricity city” means producing or procuring enough clean electricity to cover a city's needs. Cities often don't have .
- We provide clean energy solutions with solar photovoltaic energy and state-of-the-art equipment. We also provide cutting-edge, renewable, smart energy .



## **12. Infrastructure:**

### **Water tanks:**

- Pothapalu village has one water tank.
- It is supplying 24 hours water to the villagers.
- Tubewells/borewells are the other drinking water sources.
- Open drainage system is also available in this village. • This village is maintained with total sanitation.



### **Ways to reach Pothapalu:**

#### **○ By road:**

Madanpalle is the nearest town to pothapalu. Road connectivity is available from Madanapalle .

#### **○ By Rail:**

There is railway station no railway station near to pothapalu is less than 10 km.

#### **○ By Bus:**

Madanpalle APSRTC bus station, Angallu APSRTC Bus station, punganur APSRTC Bus station are the nearby bus stations to pothapalu.  
APSRTC and Private Buses runs number of buses from major cities to here.



### Borewells:



In the Pothapalu village in every field there are borewells. Farmers use these borewells for cultivation purpose.

## **Pumps:**

In the pothapolu every street has water pump facility.



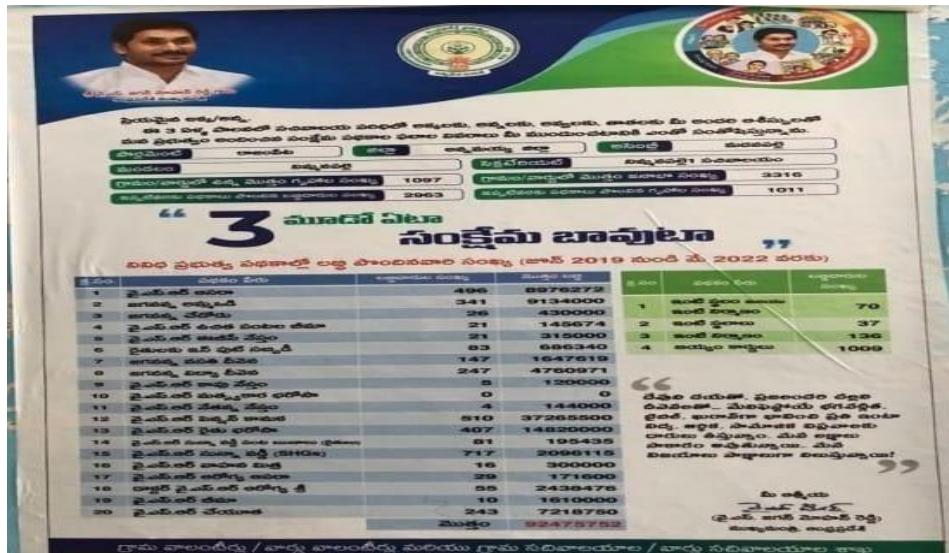
## **13. Family Income:**

- In the gattu minimum family income is = 20000 to 30000 per annum .
- Economically village peoples are better than near village, Because of formed and small scale industries and small business.
- Some times it is happens based on crop rates and quality and environmental conditions either increase or decrease.
- peoples of these village are depends upon the Agriculture and labour work.



## **14.Implementation of Govt. Schemes:**

To reduce Poverty, several poverty Alleviations ,Employment Generating and basic services Programmes are being implemented currently both by the Central Government and the State Government. To mention Few schemes Currently in Operations are:



## **Pradhan Mantri Awas Yojana (Gramina) /Indira Awas Yojana:**

A Centrally sponsored scheme. The Government of India is Implementing IAY since the Year 1985-86 to provide financial assistance for Construction and upgradation of dwelling units to the Below Poverty Line in Rural house-holding Belongs to SC/ST.

## **National Rural Employment Guarantee Act:**

The Act Aims at enhancing livelihood security of households in Rural areas of the Country by Providing at least one Days of guaranteed wage employment in a financial year to every household whose adult members volunteers to do unskilled Manual work. The Act came into Force on February 2 2006 and was implemented in a Planned Manner.

## **Pradhan Mantri Gram Sadak Yojana:**

It was launched on 25th December 2000 as a fully funded centrally sponsored scheme . The Primary objective is to provide all weather connectivity to all the eligible unconnected habitations in rural times.

### **YSR Cheyutha:**

AP YSR Cheyutha Scheme 2023 or "Jagananna Cheyutha" is a new scheme launched by the Andhra Pradesh government to provide financial assistance to women in the state.

Through this scheme, AP govt. intends to support all women from SC, ST, BC and minority communities. The financial benefit of Rs. 75000 is to be provided over.

### **YSR Asara:**

[AP YSR Aasara Scheme Payment Status](#) | [YSR Asara Scheme Beneficiary List](#) | [Women SHGs Debt Waiver Installment](#) | [Online Loan Verification Report](#) | [YSR Asara Scheme Apply Online](#) | [YSR Asara 3.0 Implementation](#) Andhra Pradesh government has launched AP YSR Asara Scheme 2023 for Women Self Help Groups (SHGs). Chief Minister YS Jagan Mohan.

### **YSR Nethananestham:**

[YSR NethannaNestham Scheme Apply Online](#) | [AP YSR NethannaNestham Scheme Payment Status](#) | [NethannaNestham Scheme List 2023](#) | [Beneficiaries of NethannaNestham Phase 4](#) All the persons who are currently working in any handloom industry of Andhra Pradesh state can fill up YSR NethannaNestham Scheme application form 2023.

### **Jagananna vidya devana :**

Jagananna Vidya Deevena is a program launched by the Government of Andhra Pradesh to encourage students hailing from poor economic backgrounds to pursue higher education by reimbursing full fee which includes the tuition, special and examination fees.

### **Jagananna Ammavadi:**

Jagananna Ammavadi is a program launched by the Government of Andhra Pradesh to encourage parents to send their children to school by depositing ₹13,000 rupees of financial assistance in the bank account of student's mother.

### **YSR Rythu Bharosa:**

AP YSR Rythu Bharosa List 2023: Andhra Pradesh govt. has released AP YSR Rythu Bharosa - PM Kisan Samman Nidhi Yojana List of Beneficiaries (District-Wise) 2023. The disbursement of the second installment of YSR Rythu Bharosa - PM Kisan Scheme 2022-23 is done on 17 October 2022 while first installment was disbursed on 16 May

### **YSR pashunesthaparihara:**

Andhra Pradesh government is going to launch AP Cattle Health Card Scheme 2023. In this scheme, YSR govt. will provide AP Cattle Health Cards to all eligible beneficiaries. All the families identified through Livestock Census would be benefited and can apply for AP Cattle Health Card Scheme. The state govt. has allocated Rs. 50 crore .

### **National Social Assistance Programme (NSAP):**

Companies of Indira Gandhi National Old age pension scheme (IGNOAPS), National family Benefit Scheme (NFBS) and Annapurna.

Annapurna Scheme was introduced on 1<sup>st</sup> April 2000 to provide 10 cups of food grains per month free of cost to eligible a Beneficiaries who could not be cover Under IGNAPS Under NFBS, RS. 10,000.00 is provided to a BPL family in case of Natural or Accidental death of a primary bread earner in the Family.

pothupollutotalfarmers:1785 members

Karif issuedgroundnuts-622.5quit

Total bags = 2075bags

Distributed=941farmers

Rythubharosaeligibleformers:1751farmers

Amount= 2,36,38,500

Ineligible=122 members

Rabigroundnutsstock:63quit

Totalbags-210

Distributed-94

Cropdamagedfarmers-124

Total– 86 acers (52acAgri84acershortic)

Issued fertilizers total=23.5MT

Urea=13.5MT

10:26:26=5MT Kharif crop booking total= 1924 acers

### **15.Any other relevant issues for discussion:**

No secondary school in the village .

No hospital in the village.

Lack of modern equipments's for forming.

## **16.Suggestions Offered:**

- Some suggestions are Offered to the village peoples.
- Suggestions for farming of Tomotos and other vegetables.
- Suggestions like Regarding Educatin , Agriculture , Poultry Farming etc,,
- Villagers must Concentrate on agricultural related products also to generate more income
- Farmers must concentrate on Cultivation of Millets to generate the income by using little bit of Water.
- Farmers must educate about Crop insurance to protect their crops from loss by any causes/reasons.



## **17. Conclusion:**

The experience that we gathered by visiting the village is unique and revealing. After conducting this study, we have gained real and first-hand knowledge of the advantages and limitations of being the rural socio-economic setup. The people of the village were very cordial in providing us all the necessary information that we required for our study to the best of their knowledge. From the study we also came to know about the existence of all kinds of dualism not only between urban and rural area but also among the various subsections of the rural areas itself. This conclusion is drawn in a broader perspective and not specifically taking only our study village into consideration. Rural areas should not be considered as supplier of manual labour only. This conclusion has been drawn by considering the potential of villages to convert themselves onto growth centres by removal of various constraints thereof.