



# AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Accredited by NBA (BE: CV, CSE, ECE, ISE & ME)

1/07/2024

## PROPOSAL

**Subject:** To conduct outreach program at Kilpady village, Mulki Mangaluru.

The NSS Unit of AJIET proposes an actionable business plan aimed at enhancing the income of Kilpady village, located in Mulki, Dakshina Kannada . This proposed activity is scheduled for July 05, 2024 which outlines a sustainable development initiative focusing on leveraging local resources, promoting entrepreneurship, and enhancing skills among the villagers. The ultimate goal is to create a self-reliant and economically vibrant community.

Mapping to Program Outcomes (PO's)

- The event is relevant to **PO6, PO7, PO9 & PO10**
- **PO6: The Engineer and Society:** Apply reasoning informed by contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to professional engineering practice.
- **PO7: Environment and Sustainability:** Understand the impact of professional engineering solutions in societal and environmental contexts, and demonstrate knowledge of and need for sustainable development.
- **PO9: Individual and Team Work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO10: Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

Target Participants: Second Year ECE students.

  
NSS Coordinator

**NSS Coordinator**  
A.J. INSTITUTE OF ENGINEERING AND TECHNOLOGY  
Mangaluru - 575 006, D.K., Karnataka

  
Dean Academics

**Dean Academics**  
AJ Institute of Engineering & Technology  
Mangaluru - 575 006, D.K., Karnataka

  
Principal

**Principal**  
A.J. Institute of Engineering & Technology  
Mangaluru - 575 006



# AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust ©

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Accredited by NBA (BE: CV, CSE, ECE, ISE & ME)

<b>NAME OF THE EVENT:</b>	Preparing an actionable business proposal for enhancing the village income and approach for implementation.
<b>ORGANISING COMMITTEE :</b>	NSS Unit,AJIET
<b>DATE :</b>	05/07/2024
<b>EVENT LOCATION</b>	Kilpady ,Mulki ,Dakshina Kannada
<b>NO OF PARTICIPANTS :</b>	23

Electronics and Communication Engineering Students of AJIET organized an NSS activity on Preparing an actionable business proposal for enhancing the village income and approach for implementation.

The objective of this proposal is to develop a comprehensive business plan to enhance the village income in Kilpady, Mulki, Dakshina Kannada. The proposal aims to identify and leverage local economic opportunities, foster community involvement, and boost local employment, ultimately leading to increased income levels and sustainable economic growth.

## I. Market Analysis:

- Market Research:** Conduct market research to identify viable economic opportunities in the village, including local entrepreneurship, agricultural improvements, or small-scale manufacturing.
- SWOT Analysis:** Conduct a SWOT analysis to assess the village's strengths, weaknesses, opportunities, and threats.

## II. Business Proposal:

- Business Idea:** Identify a business idea that leverages the village's strengths and addresses its weaknesses.
- Market Strategy:** Develop a marketing strategy to reach potential customers and create awareness about the business.
- Operations Plan:** Outline the operational plan, including production processes, supply chain management, and logistics.
- Financial Plan:** Develop a financial plan, including budgeting, cost management, and revenue projections.

## III. Implementation Approach:

- Resource Allocation:** Identify and allocate necessary resources, including human resources, equipment, and materials.
- Community Involvement:** Engage local residents in the implementation and growth of the proposed business activities.
- Training and Capacity Building:** Provide training and capacity-building programs for villagers to develop skills and knowledge.

Principal  
A.J. Institute of Engineering & Technology  
Mangaluru - 575 006



# AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Accredited by NBA (BE: CV, CSE, ECE, ISE & ME)

## IV. Monitoring and Evaluation:

1. **Monitoring:** Monitor the progress of the business activities and identify areas for improvement.
2. **Evaluation:** Evaluate the impact of the business on the village's income levels and overall economic growth.



Figure: Presentation of Business Proposal to local people.



Figure: Presentation of Business Proposal to local people.

*NSS Coordinator*

NSS Coordinator

NSS Coordinator

A.J. INSTITUTE OF ENGINEERING & TECHNOLOGY  
Mangaluru - 575 006, D.K., Karnataka

*Dean Academics*

Dean Academics  
Dean Academics

A.J. Institute of Engineering & Technology  
Mangaluru - 575 006, D.K., Karnataka

*Principal*  
Principal  
Principal

A.J. Institute of Engineering & Technology  
Mangaluru - 575 006



# AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Accredited by NBA (BE: CV, CSE, ECE, ISE & ME)

## Participant Students List

**Event:** Preparing an actionable business proposal for enhancing the village income and approach for implementation.

**Date:** 05/07/2024

Sr.No	USN	Name of Student	Signature
1.	4JK22EC003	Anitta Jolly	
2.	4JK22EC005	Ankita Manjayya Naik	
3.	4JK22EC006	Ankitha K V	
4.	4JK22EC007	Antima Sharma	
5.	4JK22EC009	B Vedakshi	
6.	4JK22EC011	Chirag Shetty	
7.	4JK22EC014	Deekshitha	
8.	4JK22EC015	Deepa J Shetty	
9.	4JK22EC016	Deepthi K M	
10.	4JK22EC017	Dhanya Nair A S	
11.	4JK22EC020	K Adithya	
12.	4JK22EC022	Karthik	
13.	4JK22EC023	Kavana	
14.	4JK22EC025	Kripesh Kumar V S	
15.	4JK22EC026	Krithika	
16.	4JK22EC029	Lohith	
17.	4JK22EC030	Mithesh	
18.	4JK22EC032	Navaneeth	
19.	4JK22EC044	Sakshi Santosh Savant	
20.	4JK22EC046	Shobith Kumar S	
21.	4JK22EC053	Srujan H M	
22.	4JK22EC060	V Jayesh	
23.	4JK23EC400	Adela Levita P Rego	

NSS Coordinator

**NSS Coordinator**

**A.J. INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Mangaluru - 575 006, D.K., Karnataka

Principal

**A.J. Institute of Engineering & Technology**  
Mangaluru - 575 006