

MBA (SCM) STUDENTS REINFORCE 'MAKE IN INDIA' WITH A SOCIAL TOUCH AT CUJ



With a sense of Corporate Social Responsibility touching the nerves of students of Department of Marketing & Supply Chain Management at Central University of Jammu, the MBA graduates led a social drive. Under the guidance of Dr. Gaurav Sehgal, Head of Department, the students initiated the campaign on Friday, 18 August 2017 at the University Campus in which they demonstrated elements of social entrepreneurship. The campaign designed & coordinated by faculty members- Dr. Naresh Sharma and Dr. Salil Seth, laid impetus on:

- Empowerment of economically underprivileged labourers at CUJ's Rahya Suchani campus by resorting to eco-friendly mode of production of recyclable products
- Devising alternate solutions of employment for the uneducated
- Buttress business studies with community development
- Lend a supporting hand to 'Make in India' campaign

The MBA (SCM) students enthusiastically capitalized their recyclable & used households and helped the rural community in meeting the basic needs of nutrition and sanitation by disbursement of nutritional snacks, foot wears, clothing, stationery material, toiletries, self- made biodegradable bags & waste bins. The endeavor of students in lending a soft corner to the community upliftment along with an equivocal emphasis on creativity & academics speaks of the ethos that the Department and University is collaboratively striving to breed.