

Students' Outreach Program at Vallam Village with Madha Education.

Date: 21-08-2025

Organized by: Department of BBA in association with Madha Education Trust.

Academic Year: 2025-2026

Report:

The Department of Business Administration organized a Students' Outreach Program in collaboration with Madha Education Trust, with the objective of reaching out to the women of Vallam Village, located near Kannamangalam, Vellore. The program was designed to promote women empowerment, introduce innovative livelihood opportunities, and spread awareness on sustainable practices.

The students of the Department of Business Administration started their journey from Auxilium College by bus and reached Vallam Village in the morning. The program commenced with the invocation of Tamil Thai Valtu, setting a cultural and respectful tone for the day. Following this, the dignitaries were formally welcomed: Mr. C. Sivakumar, Panchayat Leader of Vallam Village, Mr. Gunasekar, Founder of Madha Educational Trust, Vellore, Mrs. Malathi, Leader of Uzhathiyar Farmer Producer Company Limited.

The guests were felicitated by Dr. Renuga Devi. S, Head of the Department, and Dr. Rajeswari. P, Asst. Prof. of Business Administration, in recognition of their valuable contributions to community development.

The central theme of the program was Women Empowerment, focusing on ways to uplift village women who are currently facing socio-economic challenges. Faculty members and chief guests shared practical business ideas that could be initiated from home, enabling women to generate income while balancing their household responsibilities. One of the key initiatives introduced through Madha Education Trust by Mr. Gunasekar had the proposal of setting up a general store for the village women. The Trust requested the Panchayat leader to allocate space for the store, while the Trust itself promised to provide all necessary supplies such as grains, pulses, millets, and other essentials. This store would be managed by women, allowing them to gain profits and work toward financial independence.

In addition, he highlighted several government schemes and benefits under NABARD, especially those related to agriculture and organic farming. He emphasized the importance of these initiatives for rural development and encouraged women to take advantage of them. Mr.

C Sivakumar shared valuable insights of the programme and about the village. Mrs. Malathi, leader of Uzhatiyar Farmer Producer Company Limited, spoke about the strengths of Vallam Village and motivated the women to actively participate in community-driven projects. Mr. Vinayagamurthi addressed the gathering on the importance of organic sanitary pads for women, linking health, hygiene, and empowerment. His talk gave women new perspectives on personal well-being and sustainable living.

The program was highly interactive, with active participation from both students and the women of the village. The students gained valuable insights into the importance of organic farming, organic food, Village people and rural entrepreneurship. On the other hand, the village women received practical ideas and guidance to enhance their businesses and improve the quality of life for their families.

The Head of the Department, Dr. Renuga Devi, shared her valuable reflections on the program, appreciating the collaboration, thanking the chief guests for their support and encouraging students to continue engaging with social causes. The program concluded with the National Anthem, marking a patriotic and unifying end to the event. The students expressed that the trip was not only enjoyable but also a significant learning experience, as it gave them an opportunity to connect classroom knowledge with real-life community development. Overall, the Students' Outreach Program successfully met its objectives of empowering rural women, promoting sustainable practices, and enhancing student learning through social engagement.