

**Charotar University of Science & Technology (CHARUSAT)**  
**Faculty of Management Studies (FMS)**  
**Indukaka Ipcowala Institute of Management (I<sup>2</sup>IM)**

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**Holistic Exposure Learning Programme (HELP)@IIIM**

Holistic Exposure Learning Programme (HELP) is aimed to provide the students exposure to management concepts through its unique model of “Learning by doing” in societal setting /open system through field based activities wherein personal interactions and observations are focused and students are equipped to develop an understanding about the needs of various stakeholders of the society.



HELP aims to help students to liaise with and understand management models practiced by various agencies like Government, local bodies, private institutions, NGOs etc.



In order to deal with humans and deliver to the humans in particular and society in general; the model is implemented with the help of faculty members and all students belonging to various programmes including UG and PG students.

Academic Year	Activities
2013-14	<p>This year on August 10,2013, as a part of <b><i>Holistic Exposure Learning Programme (HELP)</i></b>, activities undertaken by I<sup>2</sup>IM are as follow:</p> <ul style="list-style-type: none"> <li>• Orientation Programme (Phase - I- III) organized for MBA and PGDM Programmes (Batch: 2013-15),</li> <li>• Mentor-Mentee Meetings organized for MBA and PGDM Programmes (Batch: 2012-14),</li> <li>• Pre-Mentor-Mentees Interactions organized for MBA and PGDM Programmes (Batch: 2013-15)</li> <li>• Interactions with I<sup>2</sup>IMites,</li> <li>• <b><i>Under Prayaas - an I<sup>2</sup>IM initiative for community services:</i></b> <ul style="list-style-type: none"> <li>o To create / increase awareness about CHARUSAT UNIVERSITY, CHRF-CHARUSAT HOSPITAL <b><i>among 1800 households of 36 Villages of Gujarat State.</i></b></li> <li>o To profile populations / households in terms of age, education, occupation, diseases prevalent /</li> </ul> </li> </ul>

	<p>contracted, annual income, monthly expenses, spending on healthcare, etc.</p> <ul style="list-style-type: none"> <li>o To practice management through concept of <b>'Learning by doing'</b> in societal setting / open systems.</li> <li>o To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</li> <li>o Learning to liaise with and understand management models practised by various agencies like Government, local bodies, private institutions, NGOs, etc.</li> <li>o To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I<sup>2</sup>IM.</li> </ul>
2014-15	<p>This year on August 10,2014, as a part of <b><i>Holistic Exposure Learning Programme (HELP)</i></b>, activities undertaken by I<sup>2</sup>IM are as follow:</p> <ul style="list-style-type: none"> <li>• Orientation Programme (Phase - I- III) organized for MBA and PGDM Programmes (Batch: 2014-16),</li> <li>• Mentor-Mentee Meetings organized for MBA and PGDM Programmes (Batch: 2012-14), Dual Degree BBA+MBA Programme (2014-17/19 Batch)</li> <li>• Pre-Mentor-Mentees Interactions organized for MBA and PGDM Programmes (Batch: 2014-16)</li> <li>• Interactions with I<sup>2</sup>IMites,</li> <li>• <b><i>Under Prayaas - an I<sup>2</sup>IM initiative for community services:</i></b> <ul style="list-style-type: none"> <li>o To create / increase awareness about CHARUSAT UNIVERSITY, CHRF-CHARUSAT HOSPITAL <b><i>among 2000 households of 36 Villages and 4 cities of Gujarat State.</i></b></li> <li>o To profile populations / households in terms of age, education, occupation, diseases prevalent / contracted, annual income, monthly expenses, spending on healthcare, etc.</li> <li>o To practice management through concept of <b>'Learning by doing'</b> in societal setting / open systems.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>o To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</li> <li>o Learning to liaise with and understand management models practised by various agencies like Government, local bodies, private institutions,</li> <li>o To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I<sup>2</sup>IM.</li> </ul>
2015-16	<p><b>I<sup>2</sup>IM celebrated its 10th Academic</b> year of establishment on August 8, 2015. On this historic occasion and as a part of <b>Holistic Exposure Learning Programme (HELP)</b>, activities undertaken by the institute are as follow:</p> <ul style="list-style-type: none"> <li>• MBA and PGDM Programmes (Batch 2015-17) students were on field visit under Phase - III of their Orientation Programme which consist of community outreach activities.</li> <li>• MBA and PGDM Programmes (Batch 2015-17) students had Pre-Mentor–Mentee interactions.</li> <li>• MBA and PGDM Programmes (Batch 2014-16) and BBA Programme (Batch 2014-17/19, 2015-18/20) students got a platform for open exchange of academic and non-academic discussions with their mentors (faculty members) under Mentoring Programme.</li> <li>• MBA and PGDM Programmes Second year students got an opportunity to interact with First year students and learn about the culture of the institute in general and management practice in particular.</li> <li>• Ten teams (consisting of Faculty Member and Students of MBA, PGDM and BBA Programmes) approached to approximately <b>10000 households of 100</b> villages in the state of Gujarat.</li> <li>• Interactions with I2IMites,</li> <li>• Under Prayaas - an I2IM initiative for community services:</li> <li>• To create / increase awareness about CHARUSAT UNIVERSITY, CHRF-CHARUSAT HOSPITAL among <b>5000 households of 100 Villages of Gujarat State.</b></li> </ul>

	<ul style="list-style-type: none"> <li>• To profile populations / households in terms of age, education, occupation, diseases prevalent / contracted, annual income, monthly expenses, spending on healthcare, etc.</li> <li>• To practice management through concept of 'Learning by doing' in societal setting / open systems.</li> <li>• To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</li> <li>• Learning to liaise with and understand management models practiced by various agencies like Government, local bodies, private institutions, NGOs, etc.</li> <li>• To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I2IM.</li> </ul>
2016-17	<p>This year on September 7, 2016, as a part of <b><i>Holistic Exposure Learning Programme (HELP)</i></b></p> <ul style="list-style-type: none"> <li>• MBA and PGDM Programmes (Batch 2016-18) students were on field visit under Phase - III of their <i>Orientation Programme</i> which consist of community outreach activities.</li> <li>• MBA and PGDM Programmes (Batch 2016-18) and BBA Programme (Batch 2016-19) students had Pre-Mentor-Mentee interactions.</li> <li>• MBA and PGDM Programmes (Batch 2015-17) and BBA Programme (Batch 2014-17/19, 2015-18/20) students got a platform for open exchange of academic and nonacademic discussions with their mentors (faculty members) under Mentoring Programme.</li> <li>• MBA   PGDM and BBA Programmes“ Second and Third year (respectively) students got opportunity to interact with First year students and impart the culture of the institute in general and management practice in particular.</li> <li>• Ten teams (consisting of Faculty Member and Students of MBA, PGDM and BBA Programmes) approached to approximately 5,000 households of 100 villages in the state of Gujarat.</li> <li>• Interactions with I2IMites,</li> <li>• <b><i>Under Prayaas - an I2IM initiative for community services:</i></b></li> </ul>

	<p>To create / increase awareness about CHARUSAT, CHRF-CHARUSAT HOSPITAL <b>among 5000 households of 100 Villages of Gujarat State.</b></p> <p>To profile populations / households in terms of age, education, occupation, diseases prevalent / contracted, annual income, monthly expenses, spending on healthcare, etc.</p> <p>To practice management through concept of '<b>Learning by doing</b>' in societal setting / open systems.</p> <p>To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</p> <p>Learning to liaise with and understand management models practiced by various agencies like Government, local bodies, private institutions, NGOs, etc.</p> <p>To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I2IM.</p>
2017-18	<p>This year on August 04, 2017, as a part of <b>Holistic Exposure Learning Programme (HELP)</b>, activities undertaken by I<sup>2</sup>IM are as follow:</p> <ul style="list-style-type: none"> <li>• MBA and PGDM Programmes (Batch 2017-19) students were on field visit under Phase - III of their <i>Orientation Programme</i> which consist of community outreach activities.</li> <li>• MBA and PGDM Programmes (Batch 2017-19) and BBA Programme (Batch 2017-20) students had Pre-Mentor-Mentee interactions.</li> <li>• MBA and PGDM Programmes (Batch 2016-18) and BBA Programme (Batch 2015-18, 2016-19) students got a platform for open exchange of academic and non-academic discussions with their mentors (faculty members) under Mentoring Programme.</li> <li>• MBA   PGDM and BBA Programmes' Second and Third year (respectively) students got opportunity to interact with First year students and impart the culture of the institute in general and management practice in particular.</li> <li>• <i>Ten teams (consisting of 10 Faculty Member and 400+ Students of MBA, PGDM and BBA Programmes) approached to approximately 5,000 households of 100 villages in the state of Gujarat. Total Number of Sample</i></li> </ul>

	<p><i>Unit / No. of Individual Persons / Respondents Researched (Without Replacement) were approximately 25,000.</i></p> <ul style="list-style-type: none"> <li>• Interactions with I<sup>2</sup>IMites, <b><i>Under Prayaas - an I<sup>2</sup>IM initiative for community services:</i></b> <ul style="list-style-type: none"> <li>• To create / increase awareness about CHARUSAT, CHRf-CHARUSAT HOSPITAL <b><i>among 5000 households of 100 Villages of Gujarat State.</i></b></li> <li>• To profile populations / households in terms of age, education, occupation, diseases prevalent / contracted, annual income, monthly expenses, spending on healthcare, etc.</li> <li>• To practice management through concept of <b><i>'Learning by doing'</i></b> in societal setting / open systems.</li> <li>• To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</li> <li>• Learning to liaise with and understand management models practiced by various agencies like Government, local bodies, private institutions, NGOs, etc.</li> <li>• To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I<sup>2</sup>IM.</li> </ul> </li> </ul>
2018-19	<p>This year on August 10, 2018, as a part of <b><i>Holistic Exposure Learning Programme (HELP)</i></b>, activities undertaken by I<sup>2</sup>IM are as follow:</p> <ul style="list-style-type: none"> <li>• MBA and PGDM Programmes (Batch 2018-20) students were on field visit under Phase - III of their <i>Orientation Programme</i> which consist of community outreach activities.</li> <li>• MBA and PGDM Programmes (Batch 2018-20) and BBA Programme (Batch 2018-21) students had Pre-Mentor-Mentee interactions.</li> <li>• MBA and PGDM Programmes (Batch 2017-19) and BBA Programme (Batch 2017-20, 2016-19) students got a platform for open exchange of academic and non-academic discussions with their mentors (faculty</li> </ul>



	<p>members) under Mentoring Programme.</p> <ul style="list-style-type: none"> <li>• MBA   PGDM and BBA Programmes' Second and Third year (respectively) students got opportunity to interact with First year students and impart the culture of the institute in general and management practice in particular.</li> <li>• <i>Ten teams (consisting of 10 Faculty Member and 500+ Students of MBA, PGDM and BBA Programmes) approached to approximately 5,000 households of 106 villages in the state of Gujarat. Total Number of Sample Unit / No. of individual Persons / Respondents Researched (Without Replacement) were approximately 25,000.</i></li> <li>• interactions with I<sup>2</sup>IMites, <b><i>Under Prayaas - an I<sup>2</sup>IM initiative for community services:</i></b> <ul style="list-style-type: none"> <li>• To create / increase awareness about CHARUSAT, CHRF-CHARUSAT HOSPITAL <b><i>among 5000 households of 106 Villages of Gujarat State.</i></b></li> <li>• To profile populations / households in terms of age, education, occupation, diseases prevalent / contracted, annual income, monthly expenses, spending on healthcare, etc.</li> <li>• To practice management through concept of <b><i>'Learning by doing'</i></b> in societal setting / open systems.</li> <li>• To develop an understanding about needs of various stakeholders of the society through personal interactions and observations based on field visits.</li> <li>• Learning to liaise with and understand management models practiced by various agencies like Government, local bodies, private institutions, NGOs, etc.</li> <li>• To develop knowledge, skills and attitude among all aspiring managers' undertaking management education / training at I<sup>2</sup>IM.</li> </ul> </li> </ul>
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# Pictorial Glimpses of HELP





