

**BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES & COMMERCE**

DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

AI *And* Inclusivity

CHANGING THE CORPORATE WORLD



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FOREWORD

Dear Reader,
Welcome to the latest edition of our college newsletter! As we embark on another exciting semester filled with learning, growth and collaboration we wish you have a good time reading our newsletter on the latest topics of management.

In Samvridhi we put forward and showcase our talent in the field of writing, designing and also skills in public relations. From writing down articles to publishing the newsletter for the readers brings in the behind scenes of hard work and contribution of members and coordinators of the club from BBA and MBA.

Furthermore, we are thrilled to introduce our first edition of this academic year 2024-25 titled as "Inclusivity and AI changing the corporate world" which gives us insights about the recent changes in the field of corporate. We have also written down the challenges and opportunities of inclusive practices and AI advancements made in the firms.

Our edition introduces the latest trend of inclusion of other communities in the society which have been ignored and were not provided job opportunities due to their gender and disability . We have also brought to the eye of the readers about workplace difficulties faced by the employees in their organisation. The introduction of AI has brought drastic changes which has also been highlighted in the edition.

In addition, this edition has brought out the challenges faced by employees which are usually kept unnoticed in the firm and difficulties faced by employees in his/her workplace. Our edition has put forward unique topics for the readers and highlighted major points and facts regarding workplace discrimination, inclusion of various other sections of the society who have been living in shadow due to the society and also the challenges and trends that AI has brought in the life of the employees.

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Building Inclusive AI Teams: The Importance of Diversity in AI Development

Artificial Intelligence (AI) is all around us, from voice assistants to self-driving cars. But have you ever wondered who creates these technologies and how they make sure they work for everyone? That's where inclusive AI teams come in, and diversity plays a crucial role.

Diversity means having people from different backgrounds, like different races, genders, cultures, and experiences, working together. In AI development, this diversity is super important because it brings together different ways of thinking and looking at problems.

Why Diversity Matters in AI Development:

Imagine trying to solve a puzzle with only one type of puzzle piece. It's much easier when you have all sorts of pieces that fit together. In AI, diverse teams bring new ideas and viewpoints that help solve problems better.

AI learns from data, but sometimes that data can be biased. Bias means the AI might make unfair decisions. With diverse teams, there are more chances to catch these biases early and make the AI fair for everyone.

AI tools are used by people all over the world, and they all have different needs and ways of using technology. With a diverse team, developers can understand these different perspectives and make sure AI works well for everyone.

When people with different backgrounds work together, they come up with more creative ideas. They think of solutions that a group of people who are all the same might miss. This creativity helps make AI technology better and more useful.

Some AI tools :

1. Natural Language Processing (NLP) Tools
2. Machine Learning Platforms
3. Computer Vision Tools
4. AI-Powered Automation Tools
5. Speech Recognition and Voice Assistants
6. AI-Based Analytics and Business Intelligence Tools.

In conclusion we could see the world where AI systems understand and respect everyone equally. That's the goal of building inclusive AI teams. By bringing together people with diverse backgrounds, we can create technologies that are fair, accurate, and helpful for everyone. They make sure AI reflects the real world and serves all people equally.



Motam Prabhavathi
MBA 2B

The Role of AI in narrowing the Digital Divide

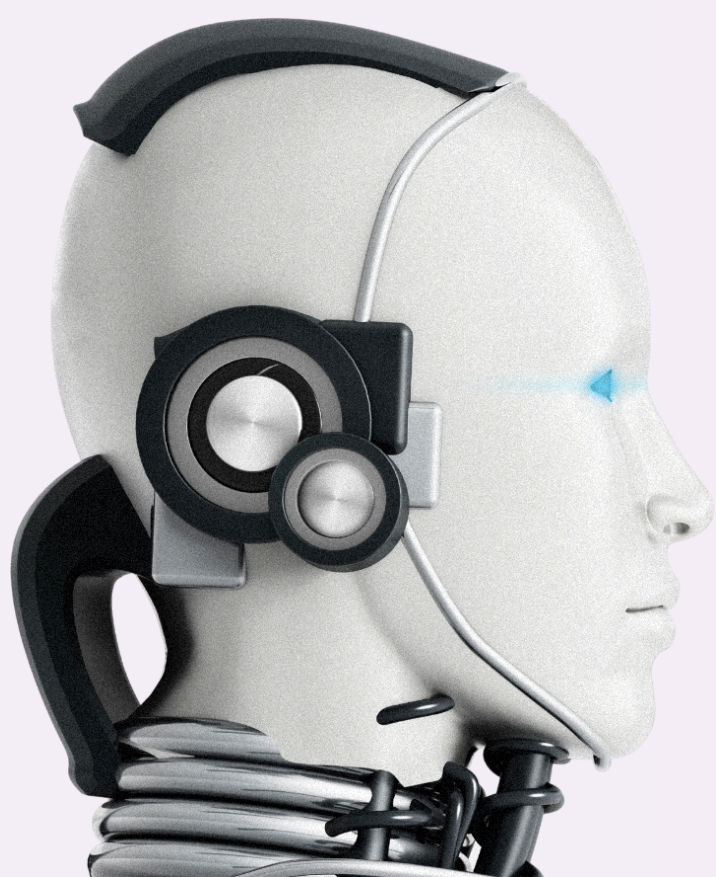
The digital divide, the chasm between those with and without access to technology, remains a significant global challenge. However, artificial intelligence (AI) is emerging as a powerful tool to bridge this gap.

AI can revolutionize access to information by breaking language barriers. Real-time translation services powered by AI can make online content accessible to people from diverse linguistic backgrounds. Moreover, AI-driven chatbots and virtual assistants can provide information on essential services like healthcare, education, and government programs in local languages, empowering those with limited digital literacy. In education, AI can personalize learning experiences, catering to the individual needs of students in underserved areas. Adaptive learning platforms powered by AI can identify knowledge gaps and provide targeted support, ensuring no student is left behind. Additionally, AI can assist educators in remote regions by providing access to expert resources and training materials. Furthermore, AI can play a crucial role in financial inclusion. AI-powered algorithms can assess creditworthiness for individuals with limited financial history, expanding access to loans and financial services. This can help uplift marginalized communities and boost economic growth.

While AI offers immense potential, it's essential to address challenges like data privacy and algorithmic bias. Ensuring equitable access to AI technology and digital literacy programs is also crucial. By overcoming these hurdles, AI can become a catalyst for a more inclusive and equitable digital future.

Ultimately, AI has the power to transform lives by connecting people to information, education, and economic opportunities. As we harness the potential of AI, we move closer to a world where the digital divide is a thing of the past.

Satvika Pagadala
BBA 2B



Inclusive AI: Ensuring Fairness and Equity in AI-Driven Decision Making

Artificial intelligence (AI) has become an integral part of various sectors in recent years, influencing decision-making processes across industries. While AI offers numerous benefits, it also raises concerns about fairness and equity, particularly in how decisions are made and their impact on different demographic groups.

What is AI Decision Making:

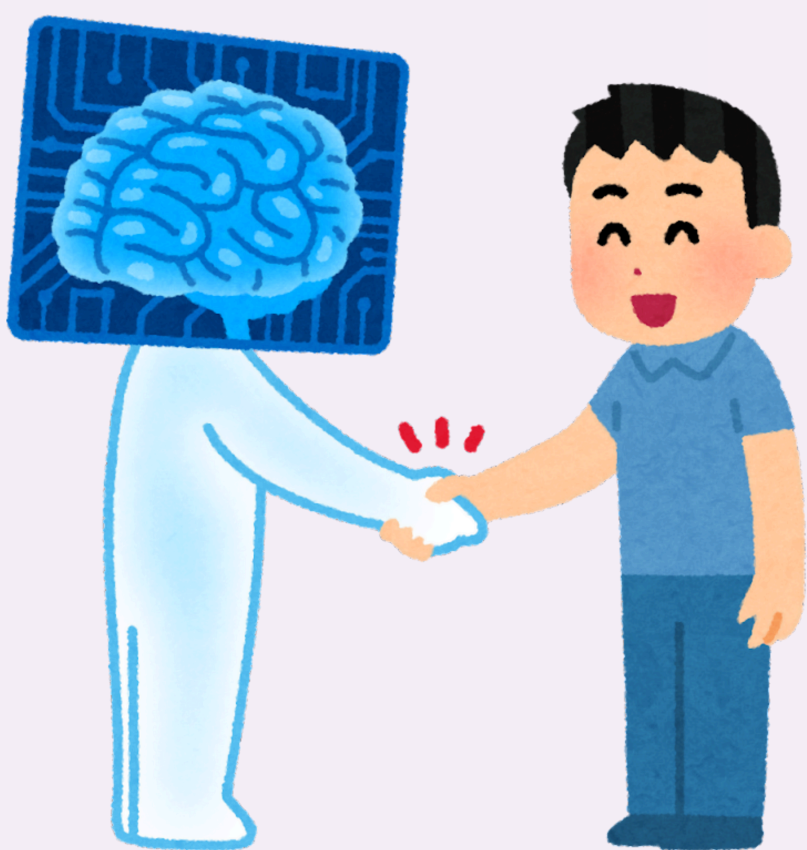
AI-based decision-making typically involves several steps, including data collection, preprocessing, analysis, and prediction. AI automated decision making allows businesses or companies to make faster, accurate, and consistent decisions by capitalizing on datasets with AI. Artificial intelligence can analyze large datasets without error.

One key challenge in achieving inclusive AI is the lack of diversity and representation in the development and training of AI systems. Biases can seep into algorithms if the data used to train them is not diverse or representative of the population. This can result in discriminatory outcomes that affect marginalized groups.

Ensuring inclusivity in AI-driven decision-making is crucial to avoid biases. It requires an active approach to address the potential risks associated with deploying AI systems and algorithms in critical areas such as hiring, lending, healthcare, and criminal justice.

Another crucial aspect of inclusive AI is stakeholder engagement. It is essential to involve various stakeholders, including policymakers, community representatives, and affected individuals, in the design and deployment of AI systems. By incorporating diverse voices and perspectives, we can better understand the potential impacts of AI technologies and ensure that they align with ethical and equitable standards. To counter these issues, experts advocate for transparency and accountability in AI development processes. Developers and organizations should prioritize fairness.

In conclusion, building inclusive AI requires a lot of effort from all stakeholders involved in the development and deployment of AI systems. By prioritizing fairness, transparency, and stakeholder engagement, we can control the power of AI to create more equitable decision-making which is AI-driven reduce the risks of bias and discrimination in our increasingly AI-driven world.



Parmi Gayatri
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Inclusive AI Startups: Innovators making a difference

The Need for Inclusive AI Startups

In today's rapidly evolving technological landscape, the development and deployment of artificial intelligence (AI) have profound implications for society. As AI continues to permeate various aspects of our lives from healthcare and education to finance and entertainment the need for inclusivity in AI startups becomes increasingly crucial. Inclusive AI startups are those that prioritize diversity, equity, and inclusion in their teams, processes, and products. Here's why they are essential:

1. Diverse Perspectives Drive Innovation: Diverse teams bring a wide range of perspectives, experiences, and ideas, which are critical for innovation. When AI startups include individuals from different backgrounds, they are more likely to identify unique opportunities, solve problems creatively, and develop products that cater to a broader audience. This diversity of thought can lead to breakthroughs that homogeneous teams might overlook.

2. Reducing Bias in AI Systems: AI systems learn from the data they are trained on, and if this data is biased, the AI's decisions will be too. Inclusive AI startups are more aware of these pitfalls and are better equipped to mitigate them.

3. Expanding Market Reach: Inclusive AI products and services resonate with a wider audience, fostering greater user acceptance and satisfaction. Startups that embrace inclusivity can tap into underserved markets and create products that meet the needs of diverse user groups.

4. Building a More Equitable Future: Ultimately, inclusive AI startups contribute to building a more equitable and just future. By ensuring that AI technologies are developed and deployed in ways that benefit all members of society, these startups play a pivotal role in addressing systemic inequalities. They help create a future where AI enhances human capabilities and improves quality of life for everyone.

Some of the Impactful Startups Using AI for Social Good are:

Carbon Bright:

It is a pioneering tech startup set to revolutionize how consumer packaged goods (CPG) companies approach supply chain sustainability. Its AI powered carbon measurement platform enables CPG organizations to instantly measure a product's environmental footprint, even when primary data is fragmented or missing.

Cardio.AI:

A social enterprise focused on providing deep learning technology to real-life products for healthcare. Cardio.AI offers a service and software-hardware complex that uses artificial intelligence for remote diagnosis of arrhythmias and other abnormalities of the cardiovascular system.

Languify:

A spoken AI-teacher assistant for students to increase learning & employability by 40%. Its technology helps edtechs increase learning and placement outcomes for students by tracking learning efficacy on a class/concept level, then Languify AI generates analytics & insights for students, teachers, and parents

Karya:

Collaborates with Microsoft, the Bill & Melinda Gates Foundation, and Google to source and mitigate bias in speech data, focusing on inclusivity across Indian languages and dialects. This initiative aims to improve the representation of diverse populations in AI datasets

In conclusion, the need for inclusive AI startups is not just a matter of fairness; it is a strategic imperative for innovation, market success, and ethical technology development. As AI continues to shape our world, embracing inclusivity will be key to unlocking its full potential and ensuring that its benefits are shared by all.

Kausalya Krishnakumar
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Impact of AI across different Industries

The Introduction of Artificial Intelligence (AI) marks a pivotal moment in the evolution of technology and its impact on society. AI, broadly defined as the simulation of human intelligence by machines, encompasses a diverse range of capabilities—from learning and problem-solving to perception and decision-making. Its applications span virtually every sector, promising transformative advancements in healthcare, finance, transportation, education, manufacturing, entertainment, security, and beyond. In essence, the introduction of AI represents a profound leap forward in our technological capabilities, promising a future where intelligent machines collaborate with humans to solve complex problems and improve our quality of life across diverse domains.

Artificial Intelligence (AI) plays a transformative role across various sectors, revolutionizing how businesses operate and how people live. AI has brought lot many changes in every sector and has helped building the technological advancements in each sector.

Role of AI in the Health sector has immense role to take in which includes medical images (X-rays, MRIs, CT scans) with accuracy comparable to or better than human radiologists, AI models can accelerate the process of drug discovery by predicting molecular interactions and potential drug candidates, AI also helps in tailoring treatments to individual genetic profiles and medical histories, improving outcomes.

Role of AI in Finance sector has brought AI algorithms analyse vast amounts of financial data to make faster and more accurate trading decisions, AI assess credit risk and detect fraudulent transactions more effectively than traditional methods, handles customer inquiries, reducing response times and improving customer satisfaction.

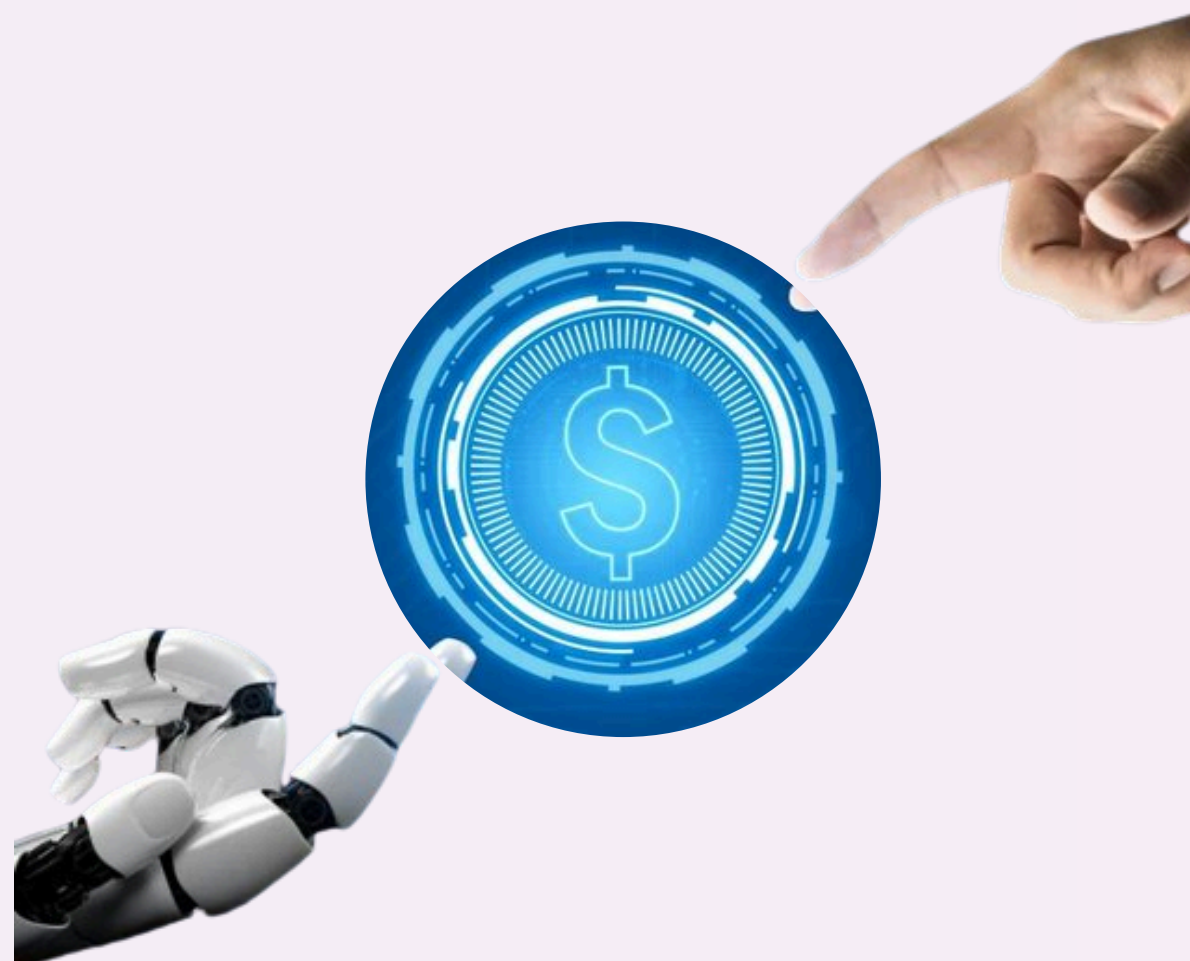
Role of AI in Transportation sector enables self-driving cars to navigate roads safely by interpreting sensory data and making real-time decisions, optimizes traffic flow and reduces congestion through predictive analytics and smart routing algorithms, it also predicts equipment failures in planes, trains, and other vehicles, reducing downtime and maintenance costs.

Role of AI in Education Sector brings AI-powered tutoring systems adapt to students' learning styles and pace, providing tailored educational content, automates administrative tasks such as grading and scheduling, freeing up educators' time, AI analyses student data to identify at-risk students and recommend interventions to improve retention rates.

Role of AI in Entertainment Industry includes AI algorithms recommend movies, music, and articles based on user preferences and behaviour, generates media content such as articles, music, and artworks, though typically with human oversight, enhances gaming experiences through realistic simulations, intelligent opponents, and personalized gameplay.

The above information gives major glance about the role of AI in various sectors which will bring an optimistic change in the Society. To conclude on the topic, the inclusion of AI will bring drastic changes in the future and will also bring new job opportunities for the future generations.

Gatla Srilekha
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The Creative Potential of AI: Art, Music and Writing

AI refers to the development of computer systems that simulates human intelligence through the use of algorithm tools and data and their power, it is the simulation of human intelligence in machines that are programmed to think and act like humans. Artificial intelligence has experienced exponential growth in recent years, leading to a significant surge in human reliance on AI technology. While AI has long been integral to industries like IT, pharmaceuticals, retail, transportation, agriculture, and education, its applications have now expanded to the entertainment sector, including music, art, and writing. AI's versatility and innovative potential have made it an essential tool in creative fields, revolutionizing the way we experience and interact with art, music, and literature.

AI has significantly impacted the music industry, thus enhancing their creativity, efficiency and accessibility as well. Starting from composition and production of music with the help of AI algorithms that can help them generate original music across various styles, and musicians can be creative in different genres. AI tools can also come up with new and innovative sound designs and broaden audio textures, AI can assist with complete song structure, chords and melodies. AI can also come up with virtual instruments that can mimic the sounds of real instruments, provide high quality without the need of physical instruments. AI can assess the content of the song and aid in creating specific soundtracks. In the current era of AI popularity AI apps can help teach music with various tools and provide interactive music lessons, giving real-time feedback and personalized practice routines.

AI has made significant contributions to the art world through various avenues of creativity and innovation. AI contributes to generative art by creating original pieces through learning from a vast array of existing artworks. It can also apply the style of one artwork to another, enabling artists to experiment with different artistic styles and fostering collaboration between human artists and machines. Additionally, AI aids in the analysis and authentication of art, offering valuable insights into an artist's style and historical context by identifying subtle differences that might escape the human eye. Moreover, AI provides personalized recommendations based on users' preferences, viewing history, and past interactions with various artists and their works. AI-powered tools can teach art techniques and history, offering personalized learning experiences and feedback to students. AI also enables users to explore and interact with art in entirely new ways, helping them develop advanced strategies.

AI has significantly enhanced content generation by using advanced models that produce relevant texts, enabling writers to create content more quickly. AI assists in suggesting topics, plot ideas, and crafting creative headlines. It also provides grammar and spell checks through AI-powered tools, detecting and correcting errors, and offering suggestions to improve clarity for better reader engagement. AI helps writers gather relevant information swiftly, summarizing large volumes of text and extracting key points, ensuring data accuracy. AI identifies and analyses readers' preferences and behaviours, offering assistance and tips based on users' skills and knowledge, including basic help for beginners. Acting as a collaborative partner, AI generates text that writers can refine and expand upon, while also providing prompts and suggestions to inspire creativity and new ideas. AI-driven speech recognition tools transcribe spoken words into text, aiding writers who have difficulty typing. Additionally, AI tools optimize content for search engines by suggesting keywords and structuring text for better visibility. AI analyse reader interactions with content, providing insights to improve engagement and effectiveness.

AI enhances every stage of the writing process and serves as a powerful tool for the arts by expanding creative boundaries, making efforts more accessible and engaging for global audiences. In the music industry, AI has revolutionized music creation, democratized access to production tools, and elevated the listening experience. Overall, AI has emerged as an invaluable tool across various industries.

Sruthi Mondal
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The Influence of AI on Conflict Resolution

Conflict resolution is a critical aspect of maintaining peace and harmony within various spheres of life, whether be it professionally or personally. Conflict resolution has traditionally depended on human mediators, but the advent of artificial intelligence (AI) is transforming how disputes are managed. AI technologies, including machine learning and natural language processing, offer new tools for understanding, mediating, and resolving conflicts efficiently and effectively.

AI's integration into conflict resolution processes brings several transformative capabilities. Firstly, AI can perform in-depth data analysis and pattern recognition. By analyzing vast amounts of communication data, historical records, and social media interactions, AI can uncover the root causes of conflicts and predict potential disputes before they escalate. This proactive approach allows for timely intervention and resolution.

Moreover, AI-powered tools enhance real-time mediation and negotiation. Chatbots and virtual assistants, equipped with advanced natural language processing, can facilitate dialogue between disputing parties. These tools provide suggestions and reminders to maintain constructive communication, thereby reducing the likelihood of misunderstandings and escalating tensions. Sentiment analysis further augments this process by interpreting the emotional tones of participants, enabling AI to tailor its responses to de-escalate conflicts and promote a more amicable resolution environment.

The benefits of incorporating AI in conflict resolution are manifold. AI-driven processes are highly efficient, capable of processing and analyzing information at a speed and scale unattainable by human mediators. This leads to quicker resolutions and reduced time and resource expenditures. Additionally, AI systems offer consistency in their recommendations, free from human biases that can influence decision-making. This consistency ensures fairer outcomes and enhances trust in the resolution process.

Accessibility is another significant advantage. AI-powered conflict resolution tools can be made available to a wider audience, including those who might not have access to professional mediators. This democratization of conflict resolution services can help bridge gaps in availability and affordability. Furthermore, AI's cost-effectiveness makes it an attractive option for organizations and individuals seeking efficient dispute management solutions without incurring high costs.

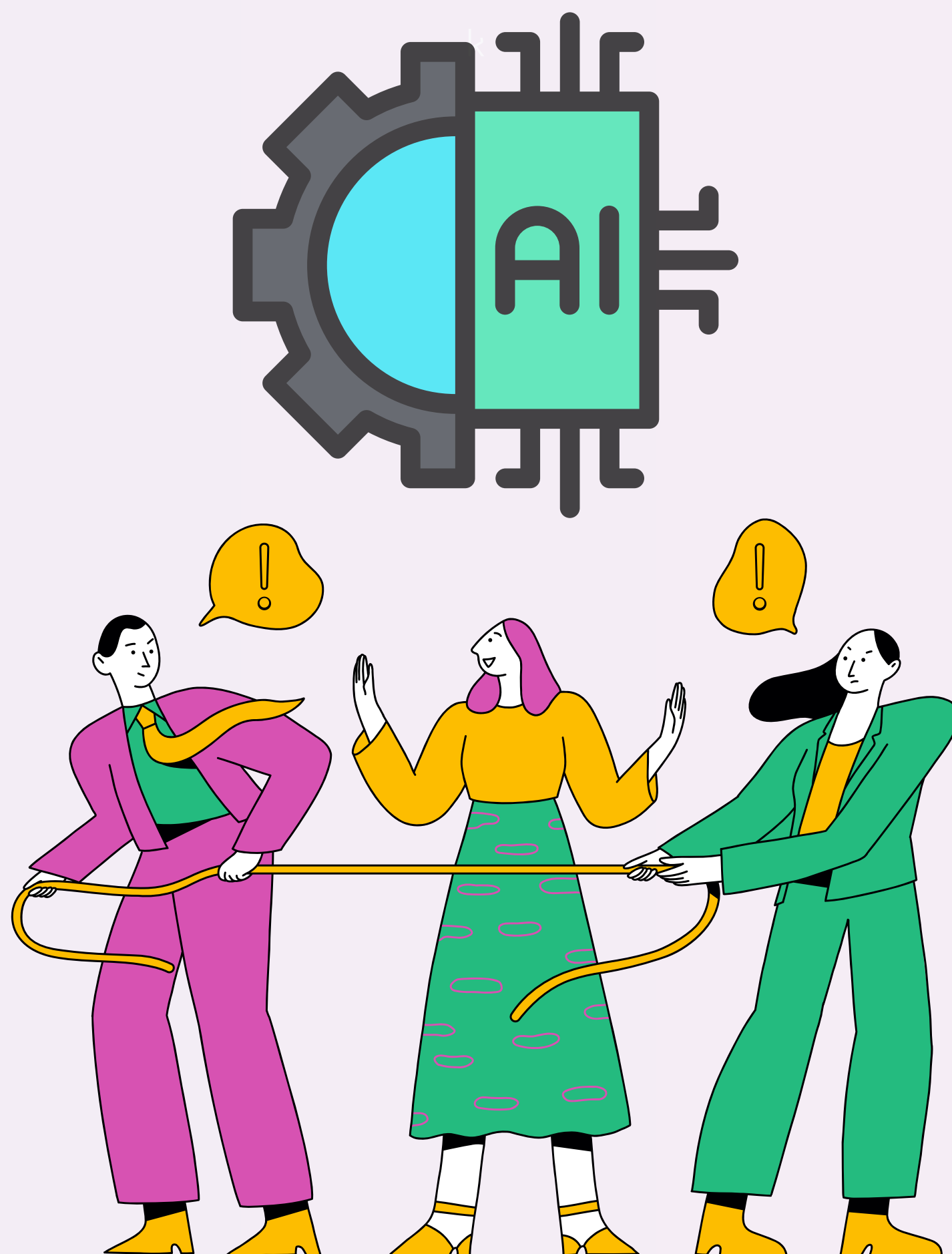
Despite these advantages, several challenges and ethical considerations must be also be addressed. One major concern is the potential for bias in AI algorithms. If the data used to train AI systems is biased, the resulting recommendations may also be skewed, perpetuating existing inequalities. Ensuring diverse and representative datasets is crucial to minimize this risk. Another challenge is the lack of human empathy and emotional intelligence in AI. While AI can analyze and predict, it cannot replicate the nuanced understanding and compassionate touch that human mediators bring to conflict resolution, which can be critical in sensitive situations.

Privacy concerns also arise with the use of AI in conflict resolution. The analysis of personal data to identify and resolve disputes must be conducted with stringent data protection measures to safeguard individuals' privacy. Additionally, over-reliance on AI could lead to a decline in the skills and expertise of human mediators. It is essential to strike a balance between leveraging AI's capabilities and maintaining the human touch in conflict resolution.

The future of AI in conflict resolution is promising, with continuous advancements expected to address current limitations. Emerging technologies such as advanced natural language understanding, emotion recognition, and explainable AI are likely to enhance AI's role in this field.

AI is poised to revolutionize conflict resolution by providing efficient, consistent, and fair solutions. While it offers significant benefits, addressing ethical concerns and technical limitations is crucial to fully realize its potential. As AI technologies continue to evolve, they will increasingly complement human mediators, leading to more effective and harmonious conflict management. The integration of AI in conflict resolution holds the promise of transforming how disputes are managed, ultimately contributing to more peaceful and cooperative interactions in various spheres of life.

Tanusha Ande
BBA 3A



Transforming Careers: The Impact of AI on Professional Life

INTRODUCTION:

Artificial intelligence is the science of making machines that can think like humans. It can do things and provide information about anything in a blink of an eye. AI technology can process and analyze large amounts of data in way that no other can do. The goal for AI is to be able to do things such as recognize patterns, make decisions, and judge like humans. Machine learning, cybersecurity and Internet searches are the common applications that are widely used.

As there are always two sides to a situation like heads and tails in a coin, right and wrong, good and bad, AI also have both positive and negative impact in terms of changes in our professional life.

POSITIVE IMPACTS:-

- AI is capable of eliminating and helping us in those repetitive, routine tasks, optimizing processes in an automated way so that we can dedicate ourselves to more creative and team management.
- Infact it can provide greater accuracy in the work, reducing the errors that can occur and helps in performing the tasks quickly without any delay. By having more information available in a more structured way, it allows each decision-maker to make decisions more quickly and efficiently.
- AI helps employees in various domains like in marketing, AI helps in creating targeted campaigns, while in HR, AI tools helps in training programs to individual employees needs.
- It provides better customer service with the help of powered chatbots and virtual assistants provide 24/7 customer support, handling queries and resolving issues promptly, improving customer satisfaction.

NEGATIVE IMPACTS :-

- With the progress and advancement of Artificial Intelligence, companies are at high risk of having their systems hacked more easily. The risk of obtaining information for use in less favorable situations increases.
- Another prominent disadvantage is use of AI involves the collection and analysis of vast amounts of personal data, raising significant privacy concerns. There is a risk of data breaches and misuse of sensitive information.
- As AI takes over more tasks, there is a risk that human skills and expertise may deteriorate. This is particularly concerning in fields where human judgment and creativity are crucial.

With this I would like to conclude that AI is not just a tool but a transformative force reshaping how we work, leading to more efficient, innovative, and data-driven professional environments. However we should not fully depend on AI that makes us loose critical thinking.



**Adas Mahesh
MBA 2B**

Navigating the Future: Will AI Replace Jobs or Create New Opportunities?

As artificial intelligence (AI) continues to advance, its impact on the job market is a subject of intense debate. The potential for AI to revolutionize various industries is evident, but with this potential comes the pressing question: will AI result in massive job losses and layoffs in the future?

The Promise of AI

AI offers numerous benefits that might transform the way we work. By automating routine and monotonous tasks, AI can increase productivity and efficiency, allowing individuals to focus on more complex and creative endeavors. In industries like manufacturing, healthcare, and finance, AI systems can handle vast amounts of data faster and more accurately than humans, leading to better decision-making and improved outcomes.

Jobs at Risk

However, the rise of AI also poses a significant threat to certain job categories. Roles that involve routine and predictable tasks, such as data entry, customer service, and certain administrative positions, are particularly vulnerable. For example, AI-powered chat-bots are increasingly handling customer inquiries, reducing the need for human customer service representatives. In manufacturing, robots and automated systems are taking over tasks that were once performed by human workers. This shift has already led to job losses in some sectors, and the trend is likely to continue as AI technology becomes more advanced and cost-effective.

The Silver Lining: New Opportunities

While it's clear that AI will displace some jobs, it is also expected to create new opportunities. As with past technological revolutions, the introduction of AI could lead to the rise of entirely new industries and job categories. For instance, the development and maintenance of AI systems require skilled professionals, such as data scientists, machine learning engineers, and AI ethicists. Additionally, AI can enhance existing roles by augmenting human capabilities. In healthcare, for example, AI can assist doctors in diagnosing diseases and developing personalized treatment plans, thereby improving patient care. In creative industries, AI can serve as a tool to inspire new ideas and streamline the production process.

The Need for Adaptation

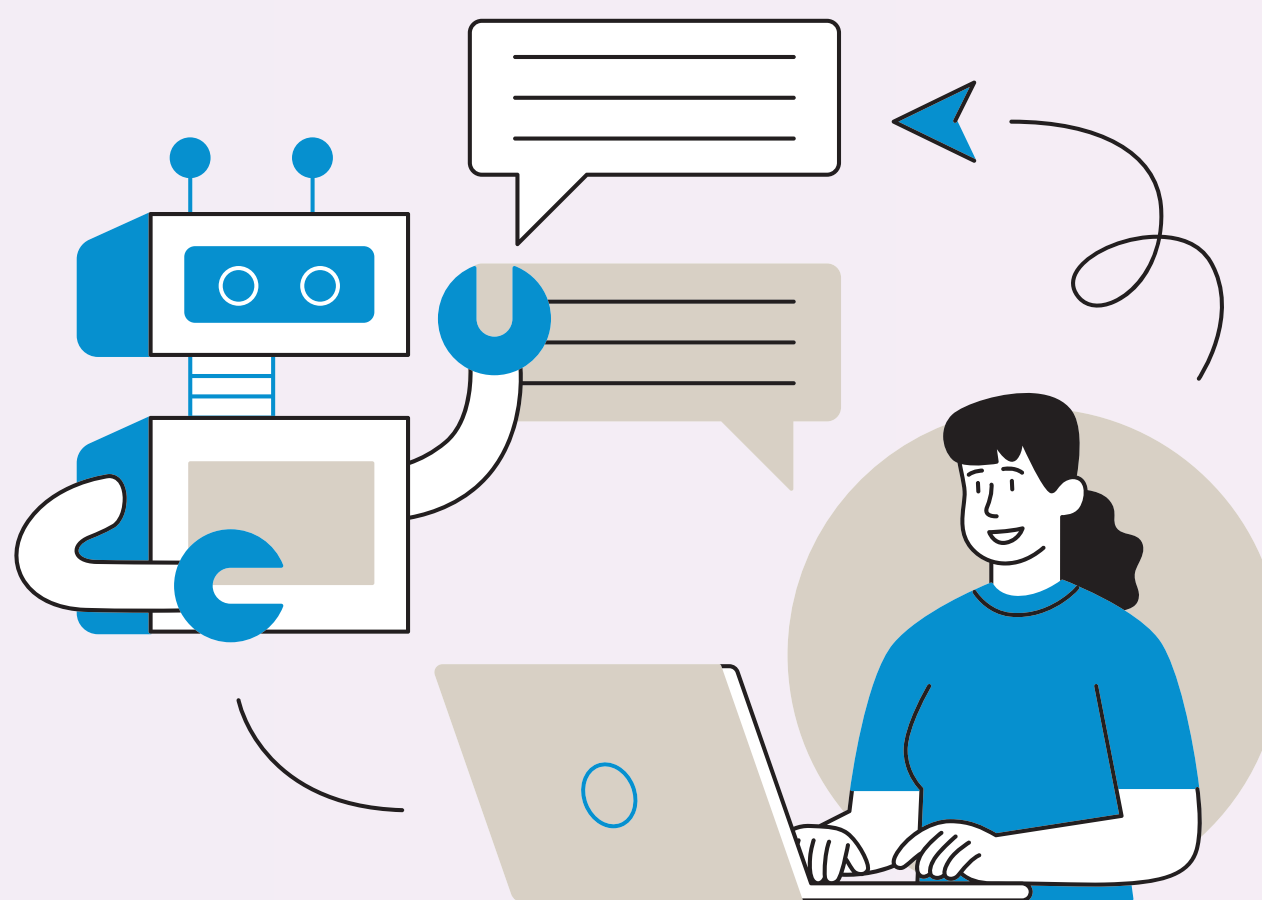
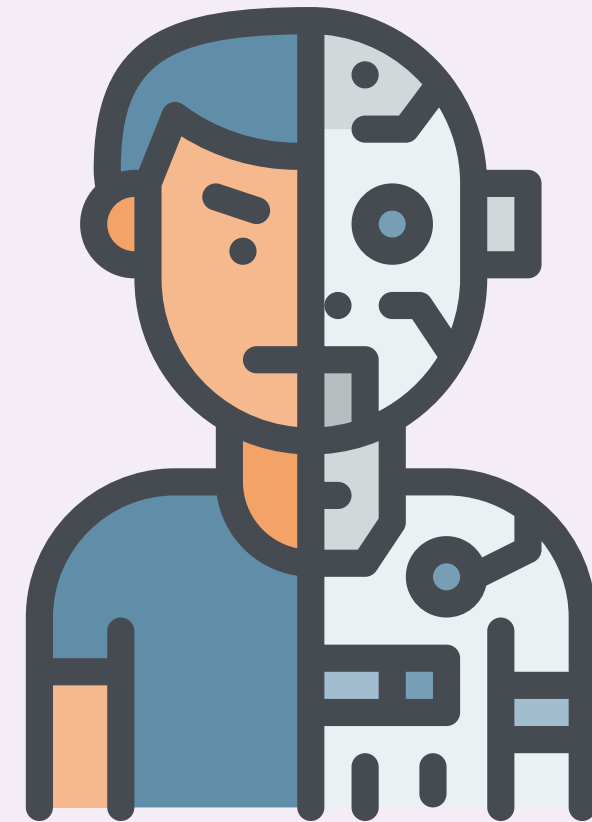
To navigate the challenges and opportunities presented by AI, both individuals and organizations must be proactive. For workers, this means embracing lifelong learning and acquiring new skills that are relevant in an AI-driven economy. Educational institutions have a crucial role to play in preparing the workforce of the future by incorporating AI and technology-related subjects into their curricula. Organizations, on the other hand, must invest in re-skilling and upskilling their employees to ensure they remain competitive. Companies that prioritize the development of their human capital are more likely to thrive in an AI-augmented world.

Ethical Considerations

The widespread adoption of AI also raises important ethical questions. Ensuring that AI systems are designed and deployed responsibly is crucial to prevent unintended consequences, such as biased decision-making or invasion of privacy. Policymakers, industry leaders, and technologists must work together to establish guidelines and regulations that protect workers and society as a whole.

The impact of AI on the job market is complex and multifaceted. While it is likely to lead to job displacement in some areas, it also holds the promise of creating new opportunities and enhancing existing roles. The key to a successful transition lies in adaptation, education, and ethical considerations. By embracing these principles, we can harness the power of AI to build a future where technology and humanity work hand in hand. In essence, the future of work in an AI-driven world is not solely a narrative of job losses and layoffs; it is a story of transformation and opportunity, requiring us to rethink, re-skill, and re-imagine the way we work.

**M. Karthikanand
MBA 2A**



Leveraging AI to enhance Diversity and Inclusion in the Workplace

While AI technology is advancing rapidly and automating certain tasks, it's important to remember that AI is also creating new job opportunities in fields like data science, machine learning, and AI development. Introducing AI to boost diversity and inclusion in the workplace is a cutting-edge approach that holds great promise. By harnessing the power of AI technology, companies can revolutionize their practices to create more equitable and inclusive environments for all employees. AI tools offer innovative solutions to address bias in recruitment, promotion, and overall organizational culture, paving the way for a more diverse and harmonious workplace.

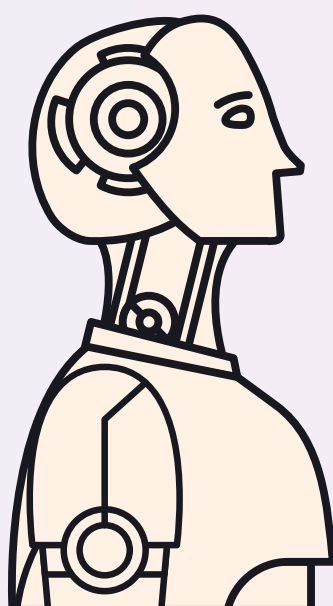
Using AI to enhance diversity and inclusion in the workplace is a powerful application of technology. AI can help reduce bias in hiring processes by analysing candidate qualifications and skills without being influenced by factors like gender, race, or background.

One way AI can promote diversity is by anonymizing resumes during the initial screening process, focusing solely on the candidate's qualifications. Additionally, AI tools can help identify and address bias in job descriptions, ensuring they are inclusive and attract a diverse pool of applicants.

Moreover, AI can be used to analyse employee data to identify patterns of bias or discrimination within an organization. By recognizing these patterns, companies can implement targeted interventions to foster a more inclusive work environment.

Overall, leveraging AI in these ways can help organizations create a more diverse and inclusive workplace, leading to better decision-making, increased innovation, and a more positive company culture.

AI has the potential to significantly impact diversity and inclusion in the workplace. By leveraging AI technologies, companies can reduce bias in hiring processes, promote inclusivity in team collaboration, and enhance overall diversity initiatives. AI can help in removing unconscious biases by standardizing the evaluation criteria for candidates, ensuring fair opportunities for all. Additionally, AI tools can analyze employee data to identify patterns of bias and provide actionable insights to create a more inclusive work environment. In conclusion, the strategic application of AI in promoting diversity and inclusion can lead to more equitable and productive workplaces.



K.Bhavana
MBA 2A

The Power of Inclusive Language: How words shape our perceptions and interactions

Words are powerful tools that can shape our perceptions and interactions in both personal and professional settings. In the world of business and management, effective communication is key to success. Understanding how words influence our thoughts and behaviours can lead to more productive interactions and better decision-making.

Words have the ability to shape our perceptions. The language we use can frame our thoughts, influence our emotions, and guide our actions. For example, positive language can inspire and motivate, while negative language can discourage and demoralize. In a business context, the words used in marketing materials, internal communications, and customer interactions can significantly impact how a company is perceived. The concept of framing highlights how the way information is presented can influence our perceptions. For instance, presenting a product as "95% fat-free" is more appealing than saying it contains "5% fat," even though both statements convey the same information. In management, framing decisions positively can help gain support from team members and stakeholders. By carefully choosing words, leaders can shape perceptions in a way that aligns with organisational goals.

Words also play a crucial role in building and maintaining relationships. In the workplace, clear and respectful communication fosters trust and collaboration. Conversely, misunderstandings and negative language can lead to conflicts and reduced productivity. Effective leaders use words to create a positive work environment, encourage teamwork, and resolve disputes.

In a globalized business world, understanding cultural differences in communication is essential. Words and phrases that are acceptable in one culture may be offensive or misunderstood in another. Business professionals must be mindful of these differences to avoid miscommunication and build strong international relationships. Learning about cultural nuances and adapting language accordingly can enhance cross-cultural interactions and foster mutual respect. While words are important, nonverbal communication also shapes our perceptions and interactions. Body language, facial expressions, and tone of voice all contribute to how messages are received and interpreted. In a business setting, nonverbal cues can reinforce or undermine the spoken word. For example, a manager's confident body language can reinforce their verbal message of assurance, while a hesitant tone can convey uncertainty despite positive words. The rise of digital communication has added a new dimension to how words shape our interactions. Emails, text messages, and social media posts lack the nonverbal cues present in face-to-face communication, making word choice even more critical. Misinterpretations are common in digital communication due to the absence of tone and body language.

Business professionals must be particularly careful with their word choice in digital contexts to ensure clarity and prevent misunderstandings. Words are powerful tools that shape our perceptions and interactions. In business and management, effective communication is crucial for success. By understanding the impact of words, professionals can frame messages positively, build strong relationships, navigate cultural differences, and communicate effectively in digital formats. Ultimately, mastering the art of communication can lead to more productive interactions and better business outcomes.

Amali Pathuri
BBA 2(H)



Inclusivity in Workplace

In today's rapidly evolving global landscape, the concept of inclusivity in the workplace has transcended mere buzzword status to become a pivotal factor in organizational success. Companies are increasingly recognizing that fostering a diverse and inclusive environment not only enhances employee morale and engagement but also drives innovation and business growth. So, what does inclusivity in the workplace entail, and why is it crucial?

Defining Inclusivity

At its core, inclusivity in the workplace involves creating an environment where every individual feels valued, respected, and empowered to contribute their unique perspectives and talents. It goes beyond mere representation to actively promoting equity and fairness in all aspects of employment, from recruitment and retention to professional development and decision-making processes.

The Benefits of Inclusivity

1. Enhanced Innovation: Diversity of thought, stemming from a diverse workforce, sparks creativity and innovation. When employees from varied backgrounds come together, they bring different perspectives and problem-solving approaches, leading to more robust solutions and products.

2. Improved Employee Engagement and Retention: Inclusive workplaces foster a sense of belonging among employees, which in turn boosts morale, productivity, and loyalty. When individuals feel respected and valued for who they are, they are more likely to be motivated and committed to their work.

3. Broader Talent Pool: By actively promoting inclusivity, organizations attract a wider range of talent. This diversity in skills, experiences, and backgrounds strengthens the team's capabilities and helps the company stay competitive in a global market.

4. Enhanced Reputation: Companies known for their commitment to inclusivity not only attract top talent but also build stronger relationships with customers, investors, and the community at large. A positive reputation for inclusivity can differentiate a company as a socially responsible leader.

Building a Culture of Inclusivity

Creating a truly inclusive workplace requires deliberate effort and commitment from all levels of the organization. Here are key strategies to foster inclusivity:

1. Leadership Commitment: Leaders must champion diversity and inclusion initiatives, demonstrating their commitment through policies, resources, and accountability measures.

2. Diverse Recruitment Practices: Actively recruit from diverse talent pools and ensure unbiased hiring practices. Implement blind recruitment techniques where possible to mitigate unconscious bias.

3. Inclusive Policies and Benefits: Review and update policies to ensure they are equitable and inclusive. Offer benefits that support a diverse workforce, such as parental leave, flexible work arrangements, and cultural sensitivity training.

4. Training and Education: Provide regular diversity training for all employees to increase awareness of unconscious bias, promote cultural competence, and foster respectful communication.

5. Promote Employee Resource Groups: Support and encourage employee resource groups (ERGs) that provide a platform for underrepresented groups to connect, share experiences, and advocate for inclusivity.

6. Foster Open Communication: Create channels for employees to voice concerns, provide feedback, and suggest improvements related to inclusivity. Actively listen to and address issues promptly and transparently.

7. Celebrate Diversity: Recognize and celebrate cultural events, heritage months, and diversity milestones to reinforce the organization's commitment to inclusivity and create a sense of belonging for all employees.

In Conclusion, Inclusivity in the workplace is not just a moral imperative but a strategic advantage that drives organizational success in today's diverse world. By fostering a culture where every individual feels respected, valued, and empowered, companies can unleash the full potential of their workforce and create a foundation for sustainable growth and innovation. Embracing inclusivity is not a one-time effort but an ongoing journey that requires dedication, education, and a commitment to continuous improvement. As businesses navigate the complexities of a global marketplace, those that prioritize inclusivity will emerge as leaders, setting the standard for a more equitable and prosperous future.

K. Anusha Rani
MBA 2A



LGBTQ+ Inclusivity in Corporate World

What is LGBTQ? Though many of us know and don't know the actual meaning behind it. LGBTQ is an acronym that stands for Lesbian, Gay, Bisexual, Transgender, and Queer (or Questioning). This term is used to describe a diverse group of people with different sexual orientations and gender identities. Here's a brief overview of each component:

Lesbian: A woman who is attracted to other women.

Gay: A person who is attracted to people of the same sex. While "gay" is often used to refer specifically to men, it can also be a general term for same-sex attraction.

Bisexual: A person who is attracted to both men and women.

Transgender: A person whose gender identity differs from the sex they were assigned at birth.

Queer: A term that some people use to describe a sexual orientation, gender identity, or gender expression that does not conform to societal norms. It can also be an umbrella term for anyone who is not heterosexual or cisgender.

The acronym is often extended to include other identities, such as LGBTQIA+ (including Intersex, Asexual, and other identities).

Though initially the "LGBTQ" community had faced several backlash and degradation in the society, it is now at a leisurely pace being accepted and included in the society. One of such inclusiveness is majorly found in the Corporate sector.

LGBTQ+ inclusivity in corporate settings has become increasingly vital in fostering a diverse, innovative, and productive work environment. Companies that prioritize LGBTQ+ inclusivity often see enhanced employee satisfaction, retention, and performance.

Inclusivity initiatives range from anti-discrimination policies to comprehensive benefits that support LGBTQ+ employees, including healthcare coverage for transgender individuals and family leave policies that recognize same-sex partners.

Creating an inclusive culture involves more than policy changes; it requires an ongoing commitment to education and awareness. Regular training sessions on diversity and inclusion, along with the establishment of LGBTQ+ employee resource groups, can play a significant role in creating a supportive workplace. These groups offer a platform for LGBTQ+ employees to connect, share experiences, and advocate for their needs.

Additionally, visible leadership support is crucial. Executives and managers should actively participate in and endorse LGBTQ+ initiatives, demonstrating that inclusivity is a core company value. Celebrating LGBTQ+ events, such as Pride Month, and supporting external LGBTQ+ organizations also signals a company's commitment to inclusivity.

Inclusion benefits everyone, not just the LGBTQ+ community. Diverse teams bring varied perspectives, leading to more creative solutions and better decision-making. By embracing LGBTQ+ inclusivity, companies not only uphold ethical standards but also gain a competitive edge in today's diverse marketplace.

Kolluru Chandrika
MBA 2A



Unconscious Bias Training: An Essential Step to Build Inclusive Workplace

Unconscious bias means implicit preference(or)aversion towards a particular person or an entity. These feelings can be either positive or negative, but they cause us to act unfairly towards each other.

Factors causing Unconscious bias:

Brain Categorization: We humans often have a natural tendency to assign everything into some or the other category. This happens unconsciously and it automatically associates positive or negative association to each category.

Rely on heuristics: Our brain automatically generated information regarding everything and every thought. So according to this we create mental shortcuts and these shortcuts exert little mental effort in our day to day lives and make fast judgements.

Social and Cultural Dynamics: Our society has direct or indirect impact and experiences with members of various groups and this makes an impression in our minds and they shape our perceptions subconsciously.

Examples of Unconscious Bias:

1.Ageism: Ageism at workplace is a tendency to have negative feelings about another person based on their age. Often in corporates people who are above 40 years face discrimination because of their age and it is difficult for them to change career, find a job and move up because the employers value the young talent.

2.Halo Effect: It is a tendency of people where the people place another person on pedestal after learning something new or good things about them.

In my case I was awarded with double promotion while I was in my school days. So everyone in my extended family started to put me on pedestal because I did something that was different from them.

3.Horn Effect: It is a tendency of people where the people view another person negatively after learning something negative from them. Mostly in our society ,if a person has done anything bad in past unknowingly or knowingly and now even if they are leading a good life, the people who hate that person try to make that person's life difficult by learning something negative things they did and they try to bring them down using that.

4.Gender Bias: It is a tendency where they prefer one gender over other.

Often in corporates, media and film World, men are given preference over women. So due to this there is a huge pay gap and also in corporates for executive positions only 25 percent women are considered.

Ways to overcome Unconscious bias:

1. Learn more about you.
2. Take IAT (Implicit Association Test)
3. Monitor your and your team's behavior .
4. Widen your social circle.
5. Set ground rules.
6. Avoid making assumptions relying on gut instinct

Basically The Implicit Association Test (IAT) is a psychological assessment designed to measure implicit biases or attitudes that individuals may not be consciously aware of. Developed by psychologists Anthony Greenwald, Mahzarin Banaji, and Brian Nosek in the late 1990s, the IAT assesses the strength of associations between concepts and evaluations or stereotypes.

How the IAT Works:

1. **Concepts and pairing :** Participants are asked to categorize words or images that appear on a screen as quickly as possible.
2. **Association of Task:** These categorization tasks involve pairing two concepts, such as "Black" and "White" with evaluative words like "good" and "bad".
3. **Measurement:** The speed and accuracy of responses are measured. Faster response times for certain pairings suggest stronger implicit associations.
4. **Applications:**
 - Research: Used in social psychology to explore implicit attitudes toward various social groups.
 - Diversity Training: Helps organizations understand and address unconscious biases.
 - Education: Educators use it to develop programs aimed at reducing implicit biases.

In my opinion it is important to have a training on this because our humans general nature tendency to have perceptions about something and some people. So if we have this training at corporates it will be useful for us to not form any stereotypes and negative perceptions about our colleagues and teammates in the organization. Due to this behavior the person might be in the bad books of the manager ,team lead and HR. With this we can bring notice to the other management people who are doing this type of bias and make them aware of negative impacts of it. Having training on this issue is a priority for many of the organizations which have their offices globally.



Kovila Kandady Vaishnavi
MBA 2B

Challenges in Combining Inclusivity and AI in the Corporate World

Challenges in Combining Inclusivity and AI in the Corporate World
Artificial Intelligence (AI) is revolutionizing the corporate world by driving innovation and enhancing efficiency. However, ensuring that AI systems are inclusive and equitable remains a critical challenge. Bias in AI algorithms, stemming from unrepresentative training data and biased algorithm design, can lead to unfair outcomes such as discrimination in hiring, lending, and law enforcement. For example, facial recognition systems have demonstrated higher error rates for women and people of colour.

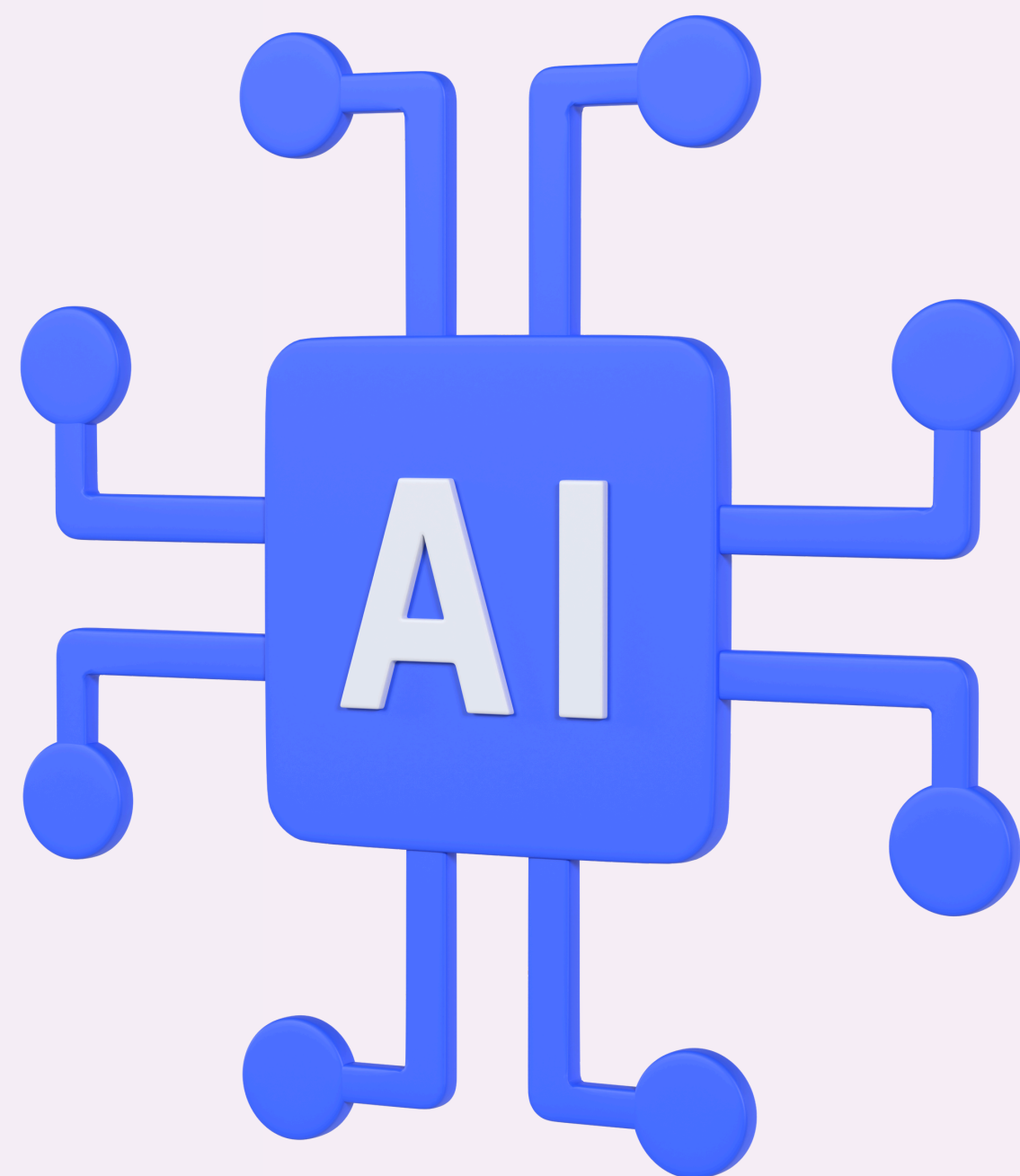
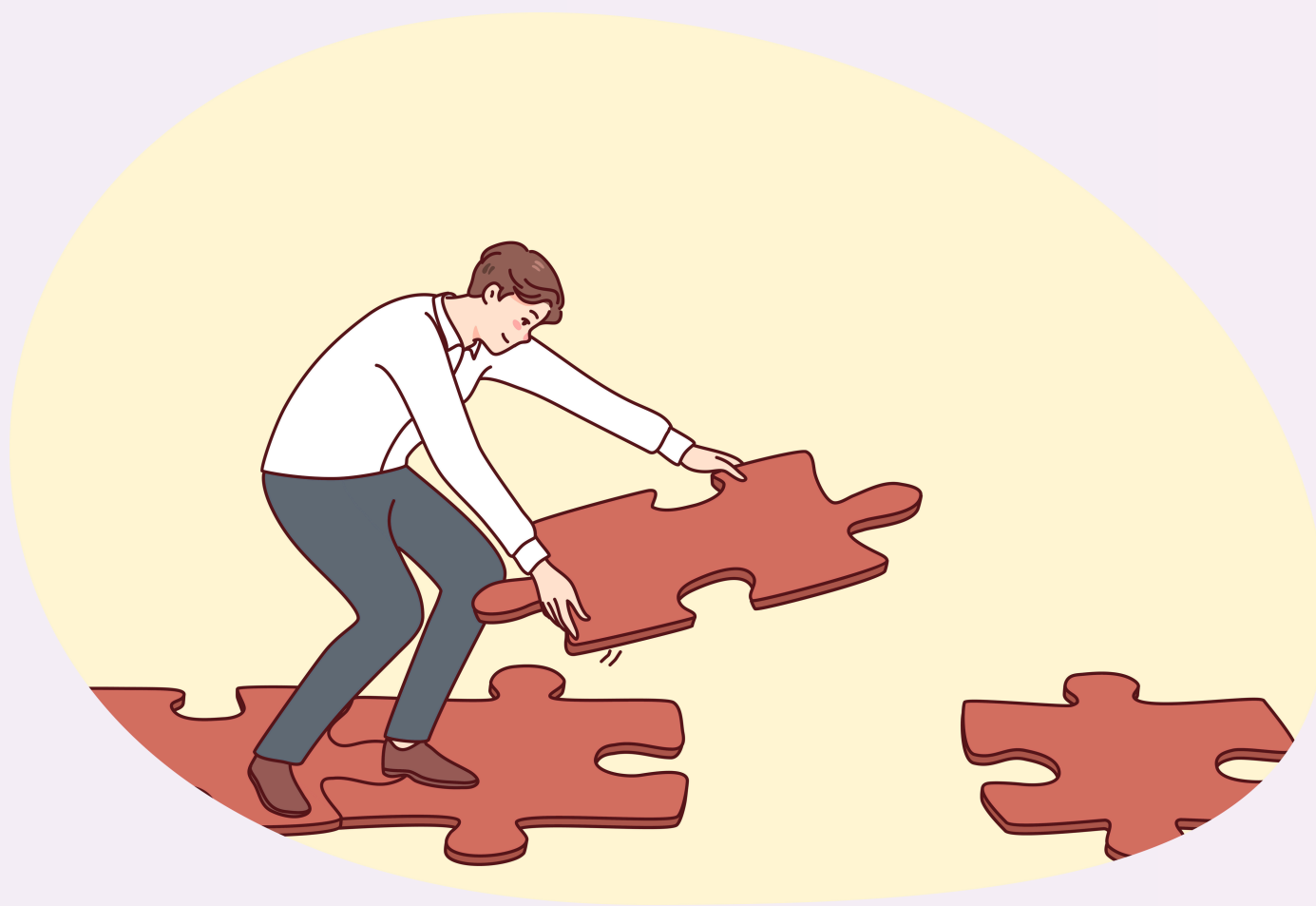
Additionally, the lack of diversity in AI development teams can result in products that do not account for the needs of all user groups. Homogeneous teams may miss out on varied insights and experiences that are vital for identifying and addressing potential biases. The "black box" nature of many AI systems further complicates transparency and accountability, making it difficult to understand or challenge AI decisions. Creating inclusive AI systems also involves integrating universal design principles to ensure accessibility for all users, including those with disabilities, and supporting multiple languages and diverse communication styles. Ethical and legal considerations, such as preventing discrimination and respecting user privacy, are paramount. Overcoming organizational resistance to inclusive AI practices requires effective change management strategies and leadership commitment. Educating stakeholders about the importance of inclusive AI and the long-term benefits can help overcome resistance. Additionally, addressing economic and social barriers, such as the digital divide, through collaborative efforts to improve access to technology and digital education is essential.

Partnerships with governments, non-profits, and community organizations can help bridge the digital divide, ensuring that AI benefits are widely shared. By adopting a multifaceted approach, businesses can develop AI systems that are not only effective but also fair and inclusive, ultimately contributing to a more equitable and just society.

Bringing Inclusivity with AI in the corporate world is complex but essential. Through diverse teams, bias mitigation, transparent AI systems, and ethical practices, companies can create AI that benefits all users and promotes equity and justice. This endeavour requires continuous effort and commitment, but it is a crucial step toward building a more inclusive and fair future in the AI-driven corporate landscape.

Combining inclusivity with AI in the corporate world is a multifaceted but essential endeavour. It requires ongoing effort, dedication, and strategic approaches, including promoting diversity within AI development teams, integrating bias mitigation strategies, ensuring transparency in AI systems, and adhering to stringent ethical and legal standards. By addressing these challenges, companies can create AI systems that are not only effective but also fair and inclusive, thereby benefiting all users. This commitment to inclusivity in AI is crucial for fostering a more equitable and just society and ensuring that the advancements in AI technology contribute positively to the corporate landscape and beyond.

N.Venkat Sharan
MBA 2A





BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, HUMANITIES & COMMERCE

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Autonomous College – Affiliated to Osmania University

ABHYAS, SAMVRIDHI & SDP VALEDICTORY REPORT (28/02/2024)

The event began at 4:00pm by Srilekha and Madhurima with the introduction of respected dignitaries of the event, Dr. GSVRK. Choudary, Principal, Bhavan's Vivekananda College and Dr. N. S. Chakravarty, Head, Department of Management Studies.



Later, the students were addressed by Dr. GSVRK. Choudary, Principal, Bhavan's Vivekananda College and Dr. N. S. Chakravarty, Head, Department of Management Studies.



After a warm welcome and extended gratitude, Students were encouraged to embrace their future with confidence and motivational speech was delivered by Dr. N.S. Chakravarty, Head, Department of Management Studies.



Annual Report of Abhyas Club, Samvridhi Newsletter and Student Development Programme were presented by

- Smrithi Mohan, Coordinator of Abhyas Club
- Andrea Benedict, Coordinator of Samvridhi
- Duppala Venkata Laxmi, Coordinator of SDP



Then, the magazines of this Academic Year (2023-2024) were released by the dignitaries, in the presence of Dr. K. Suvarchala Rani, Founder of Samvridhi, Mrs.G.Archana and Mrs.Navaneetha, Faculty Coordinators and Andrea Benedict, Gaurav Ramakrishna, Teesha Rajesh, Student Coordinators of Samvridhi.



Samvridhi Newsletter's final edition was launched by Dr. GSVRK. Choudary, Principal, Bhavan's Vivekananda College.



Student Development Programme (SDP) Logo was launched by Dr. GSVRK. Choudary, Principal, Bhavan's Vivekananda College in the presence of SDP coordinators Dupplala Venkata Laxmi and Vamshi Kumar Vadloori

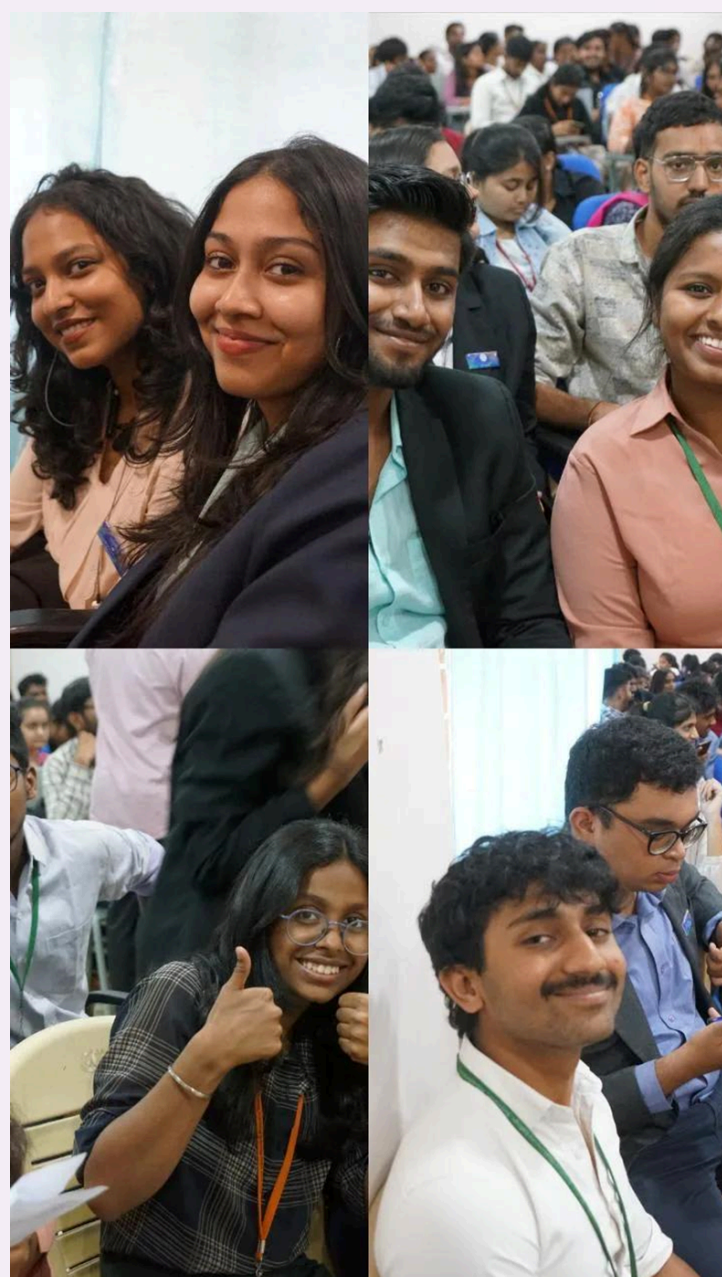


Award ceremony began right after congratulating students for their active participation and determination and zeal towards their goals. The event featured captivating performances of the graduates by showcasing their talents.

The Prize distribution started at 5pm. The dignitaries presented prizes to the Winners and Runners for the events conducted by the Abhyas Club in the academic year 2023-24. Organizers and Coordinators were also given a token of appreciation for their hard-work in making the event a grand success.



The event ended with applause and cheers and everyone left with a grin on their face. It was indeed a memorable day.



**Report by
Parmi Gayatri (BBA 1B)**



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DEPARTMENT OF MANAGEMENT STUDIES

"INDUCTION 2024"

CONDUCTED BY ABHYAS AND SAMVRIDHI

REPORT:

Event Category : BBA Induction Programme

Topic : Induction Programme

Date : 19th june 2024

Time : 1pm to 3.30 pm

Venue : MBA seminar hall



The event was conducted in MBA seminar hall at 1:00pm by Dr. GSVRK. Choudary, Principal, Bhavan's Vivekananda College and Dr. N. S. Chakravarty, Head, Department of Management Studies welcomed the freshers, members of Samvridhi and Abhyas introduced the clubs of management Department to the students.

The honorable principal Dr. GSVRK. Choudary and Dr. N.S. Chakravarty, Head, Department of Management Studies encouraged the students and explained about importance of education. He further provided deep knowledge and explained the importance of college life and education system to boost the morale of students.

All the clubs such as Samvridhi, the newsletter and Abhyas are the two main clubs of Department of management studies which was introduced to the freshers by the faculty and the members of the club. They have explained in detail about the importance and role of curricular and co-curricular activities.

Faculty presently in operation in the campus in detail and about the role and importance of Curricular and co-curricular activities in their personality development.

Available in the college and how it is related to their academics.



The official event "Ice Breaker Session " was held on 19th June 2024 in classrooms 207 and 206, as well as the MBA seminar hall, for the Freshers' 2024-2027 batch, which includes General and Honours students respectively, at the MBA block. This event was organised by both ABHYAS and SAMVRIDHI clubs accompanied by Mrs.Achutha Mrs.Sneha, Mrs.Archana and Mrs.Navaneetha .The event mainly focused on breaking down social barriers and facilitate interaction among people who may not know each other well. It helped them to create a comfortable atmosphere and encourage communication in group settings. Participation in total was 120 members. We divided them into three groups, with 50 members participating in the MBA seminar hall, and 35 each in Room Number 207 and Room Number 206.

We played the game "Queen of Sheba," in the MBA seminar hall, where we divided the students into two groups and asked them to choose one representative from each group. We made a list of random items that are around the room or common things that any guests may carry. We then called out an item, for example: "Queen of Sheba needs a yellow shoe lace." The first one to bring this item wins. Similarly, we called out items such as a yellow shoelace, a red handkerchief, a tattoo, a 10 pence coin, a flower etc..

Learning Objectives:

- To aware BBA students about their new academic session and various Academic activities they will pursue.
- To facilitates framework for success through norms and standards.
- To provide information regarding Conferences / Seminars/ Workshops conducted in an academic year.
- To motivate students to attend different External & Co Curricular Activities.





We played the game "Story Building" in the room 207, where we have given key words to the group and they must come with a story with those words. We played the game "Balance The Ball" where we have given them sheets of paper and ball to balance them the ball starts rolling and the team mates has to balance it via co-ordination and communication and make the ball rolled over to the end of the line.

The event came to an end breaking down barriers of shyness and nervousness. Through collaborative activities, it promotes teamwork and communication skills among participants. Importantly, it sets a positive tone for further group dynamics and enhances overall learning and social experiences. Ultimately, the ice breaker session lays a foundation for building relationships and creating a supportive community within the group.

Learning Outcome:

By the end of the induction programme the students able to know:

- About different academic pursuits in the institute.
- Received adequate information on campus facilities and resources.
- Gained knowledge about clubs and committees in college.
- Boost morale of students to successfully start their career



ORGANISERS:

- 1) SRILEKHA (BBA-3B)
- 2) MANUDEEP (BBA-3A)
- 3) SRUTHI MONDAL (BBA -3B)
- 4) KAUSALYA (BBA-3A)
- 5) TANUSHA (BBA -3A)
- 6) MADHURIMA(BBA-3A)
- 7) DEBORAH CALLISTA(BBA-3 B)
- 8) VAISHNAVI KOTHA(BBA-3B)
- 9) AKSHITHA (BBA-3B)
- 10) DEEPTHI (BBA-3B)
- 11) NEHA BBA-33B)
- 12) ANISHKA (BBA-3A)
- 13) NIKITHA (BBA-3B)
- 14) MAYURESH (BBA-3 A)
- 15) KGK SATHWIK (BBA-3B)

**Report by
Parmi Gayatri (BBA 2B)**



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DEPARTMENT OF MANAGEMENT STUDIES

"OUTREACH PROGRAMME 2024"

SAMVRIDHI NEWSLETTER IN COLLABORATION WITH ABHYAS

REPORT:

Event Category : BBA outreach Programme

Topic : Outreach Programme

Date :30 July 2024

Time : 9:30 am to 2:00 pm

Faculty Coordinators: Mrs.Sneha (Co- Coordinator of Abhyas) and
Mrs.Navaneetha (Co-Coordinator of Samvridhi)



The outreach for students began at 9:30 am, students along with faculty members Mrs.Sneha and Mrs.Navaneetha respectively reached the destination via bus.

At 10:40 am students were guided towards the field by the respective faculty members . Everyone showed their keen interest and were actively interacting with farmers an overview of a farmer's lifestyle was presented to the students.





After exploring the farm students lent a hand in picking off vegetables and handed it over to the farmer in addition to that they even interacted with the farmer and asked about their lifestyle , how often do they visit the farm. Later , we explained about the farmers about initiatives to take while practicing organic farming and various plans introduces by the government for them i.e. : Green India mission .

At 12:00pm we went to a farmers farm house where we headed towards the maize field.

Upon being asked the students replied how life altering this experience was.

Learning objectives :

- Farmers put extra effort into preparing the right environment for the crop
- we neither should waste nor encourage others to waste food as it takes a lot of efforts to grow and one must respect the food they got on table.
- Utilizing water sources verified to be free from contaminants.



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Members of SAMVRIDHI :

- 1) SRILEKHA (BBA 3B)
- 2) MANUDEEP (BBA 3A)
- 3) TANUSHA (BBA 3A)
- 4) KAUSALYA (BBA 3A)
- 5) P.GAYATRI (BBA 2B)
- 6) BIDISHA (BBA 2B)
- 7) AMALI (BBA 2(H))
- 8) SUSHMITA (BBA 2(H))

**Report by
Parmi Gayatri (BBA 2B)**



**“AI
that
embraces
diversity,
fosters
unity!!”**

