In Partnership with

Bombay Sarvodaya Mandal

Present

Entrepreneurial Learning - An Experiment

Awareness and Outreach Programme for Gandhian Literature

A Student Driven Initiative

(2010 – 2012)

A National Campaign for Gandhian Literature
Learning from *Gandhi* today…

“It is the quality of our work that will please God and not the quantity.”
Jagruti 2011 - Objectives

- To understand management principles from his autobiography, *The Story of My Experiments with Truth*
- Learn about the man
- Gain hands on experience in applying theory to practice

The Project:

An Awareness and Outreach campaign for Gandhian principles and literature

- Dedicated to veteran Gandhian, Founder-President, Chetana Trust, Late Shri Madhukarrao Chaudhari, whose vision was ‘enabling education for all and inclusive growth’
- Inspired by Shanti Eva Jayate, conceptualized and led by Dr Prasad, NITIE
- In partnership with Bombay Sarvodaya Mandal, Chetana’s students managed a month-long awareness and outreach campaign
- Students were encouraged to read the book
- Students had to sell the book in the field through personal, group and corporate sales.

*Man is neither mere intellect, nor the gross animal body, nor the heart or soul alone. A proper and the harmonious combination of all the three are required for the making of the whole man and constitute the true economics of education.*
Jagruti Vision

- Promoting Gandhian Principles & Philosophy
- Inculcating in students right values for ethical decision making

Jagruti Symbolism:

\[ \text{Jag} = \text{Wake up} \]
\[ \text{R} = \text{take up Responsibility} \]
\[ \text{Uti} = \text{move up… together} \]

Jagruti … An Experiment for making Learning Relevant

- Designed on Gandhian Philosophy of learning viz. Nai Taleem.

- Learning mode followed in Jagruti – Practical Learning and Productive learning through an assignment woven into the Semester II elective, Managerial Process Skills (MPS). MPS focuses on the creative and leadership aspects of Entrepreneurship.

- The theory topics were based on the NEN modules of the entrepreneurial life cycle – Idea Generation to Business Plans

Practical Learning

- Campaign design and organization was student driven

- Exercise helped to develop their creativity and leadership abilities, providing an opportunity to apply management theory to practice

- A token remuneration for students’ efforts made the experience truly entrepreneurial.

*Whatever you do will be insignificant, but it is very important that you do it.*
Mentor - Dr T Prasad, Associate Professor, NITIE

Chief Collaborator: Bombay Sarvodaya Mandal

Feedback about Jagruti

- Lessons from Gandhi are unending. Studies about principles followed by Gandhi are ongoing. Congratulations to the students of Chetana’s management Institutes for their efforts in spreading the message. – Shri TRK Somaiya, Project Coordinator, Bombay Sarvodaya Mandal

- The learning for the students has been tremendous. It is a powerful exercise based on earning and learning. Congratulations to Chetana’s Management Institutes for this experiment. – Prof T. Prasad, NITIE

- ‘I am glad Chetana’s is taking such an initiative. I would like to help in any way I can.’ Mr Naved Shaikh, Human Rights, Navi Mumbai

- ‘I would have loved to be part of the programme. All the best to the students of Chetana’s for this initiative.’ Rajkumar Hirani

- ‘Wonderful initiative’… need of the hour – Chetana’s Alumnus

- ‘Gandhian principles need to be understood and followed in management today…I would love to work with you on this project’ Ms Saba – Website designer

- Glad to see management students taking this initiative. – Mr Kunal Sawhney, Cinemax

Live as if you were to die tomorrow. Learn as if you were to live forever.
Jagruti Supporters:

Corporate Displays (2011)

ICICI
IL&FS
State Bank of India
E-Clerx
Hypercity
Bharat Petroleum
Cinemax
TCS – E Serve
Some Corporate Displays - (2012) –

St Paul’s High School
Guru Nanak Institute of Management Studies, Matunga
Jhunjhunwala College, Ghatkopar

Academic Institutions (2011):
- St Paul’s High School
- Hiranandani High School
- Guru Nanak Institute of Management Studies, Matunga
- Jhunjhunwala College, Ghatkopar

Academic Institutions (2012):
- NES School (Mulund)
- SNDT Women’s University, Juhu Campus
- Children’s Academy (Malad)
- Mahatma Gandhi School, Bandra
Government Offices (2011):

Mantralaya  BMC  SRPF

Government Offices (2012):

Mantralaya  Aikar Bhavan (Income tax Office)
Commissionerate of Customs & Central Excise  CBI, CBD Branch

Media Coverage (2011):

Gujarat Samachar  Mumbai Samachar
Deccan Herald  Financial Express
Media Coverage (2012):

Websites:
- www.crkimr.in
- www.cimr.in

Jagruti Blog:
- http://jagruti2012.blogspot.in/

Jagruti Facebook Page:
- https://www.facebook.com/pages/Jagruti/182646995109128
Conclusion:

The experiment, in 2011 and 2012, has been successful in achieving the objectives of experiential and entrepreneurial learning. Student feedback and response from academicians and industry personnel to this experiment has been highly encouraging.

The experiment proves that learning must be practical to be effective and enjoyable. This model could be replicated across Mumbai for various subjects. The learning would be relevant and practical.

The introduction of manual training will serve a double purpose in a poor country like ours. It will pay for the education of our children and teach them an occupation, on which they can fall back in after life, if they choose, for earning a living. Such a system must make our children self-reliant. Nothing will demoralize the nation so much as that we should learn to despise labour.
Chetana’s Management Institutes’ Jagruti 2011-2012

Vishwakarma Handicraft Art Gallery

Selling Book To CEO Madam

Cinemax

Cinemax

Media Coverage : MAST Radio

ICRI
Bapu book a hit even today

Santosh Andhale

As a part of incalculating hands-on experience in marketing, 360 students of the Chetana Management Institute, Bandra are selling Mahatma Gandhi’s autobiography My Experiments with Truth. While they had decided to sell 5,000 copies in a month, they have completed the target in a fortnight itself. They have now decided to sell 4,000 more copies in the next fortnight. The project which started on February 28 will end on March 11.

According to the Bombay Sarvodaya Mandal, Gandhi’s autobiography is one of the highest-selling books in the country. This year, till now, more than 3.26 lakh copies of the autobiography have been sold in 18 Indian languages.

Earlier, the students had set a target of selling 5,000 copies in one month, but Gandhi’s teachings improved their conviction and marketing power. They were able to meet their target within a fortnight. Now, they aim to sell 13,000 copies within a month. For sale on Thursday, they had put up stalls at Sandeep Bhakti Complex outside DTFC. Today they will sell Gandhi’s autobiography in English, Hindi, Marathi and Gujarati at six Cinemax venues in Andheri, Bandra, Kandivali, Slum, Thane and Vashi from 11 am to 9 pm.

The campaign of selling Gandhi’s autobiography is part of their academic program. The project is implemented jointly with Bombay Sarvodaya Mandal and Chetana Institute of Management. “We handle the design of the programme, sponsorship, operations, marketing, permissions and sales. This interdisciplinary competition is reaching out to corporates and others which is helping us to improve our marketing skills. The campaign, known as Jagruti (light of the mind), aims to make students aware of their responsibilities and duties,” the institute said.

will see the participation of 360 students from Master in Management Studies and Post Graduate Diploma in Management. We are hoping that we can achieve this target within deadlines,” said Ankit Mehra, a student.

Aparna Rao, the professor heading this project said, “As per the syllabus, the managerial process skill subject is to get hands-on experience so we have taken up this project. Everything is done by the students.” She further added that students have reported various experiences and narratives from the field. The personal learning has been tremendous in terms of higher confidence levels, leadership ability, creativity communication and hands-on experience of sales, operations, finance and systems management.

In the second phase of the programme, the students will see the participation of 360 students from Master in Management Studies and Post Graduate Diploma in Management. We are hoping that we can achieve this target within deadlines,” said Ankit Mehra, a student.

Aparna Rao, the professor heading this project said, “As per the syllabus, the managerial process skill subject is to get hands-on experience so we have taken up this project. Everything is done by the students.” She further added that students have reported various experiences and narratives from the field. The personal learning has been tremendous in terms of higher confidence levels, leadership ability, creativity communication and hands-on experience of sales, operations, finance and systems management.

will see the participation of 360 students from Master in Management Studies and Post Graduate Diploma in Management. We are hoping that we can achieve this target within deadlines,” said Ankit Mehra, a student.

Aparna Rao, the professor heading this project said, “As per the syllabus, the managerial process skill subject is to get hands-on experience so we have taken up this project. Everything is done by the students.” She further added that students have reported various experiences and narratives from the field. The personal learning has been tremendous in terms of higher confidence levels, leadership ability, creativity communication and hands-on experience of sales, operations, finance and systems management.

will see the participation of 360 students from Master in Management Studies and Post Graduate Diploma in Management. We are hoping that we can achieve this target within deadlines,” said Ankit Mehra, a student.

Aparna Rao, the professor heading this project said, “As per the syllabus, the managerial process skill subject is to get hands-on experience so we have taken up this project. Everything is done by the students.” She further added that students have reported various experiences and narratives from the field. The personal learning has been tremendous in terms of higher confidence levels, leadership ability, creativity communication and hands-on experience of sales, operations, finance and systems management.

will see the participation of 360 students from Master in Management Studies and Post Graduate Diploma in Management. We are hoping that we can achieve this target within deadlines,” said Ankit Mehra, a student.

Aparna Rao, the professor heading this project said, “As per the syllabus, the managerial process skill subject is to get hands-on experience so we have taken up this project. Everything is done by the students.” She further added that students have reported various experiences and narratives from the field. The personal learning has been tremendous in terms of higher confidence levels, leadership ability, creativity communication and hands-on experience of sales, operations, finance and systems management.
व्यवस्थापन विद्याध्यापिका गांधीगाथा होणार शब्दबद्ध
‘गांधीचेतने’ ने उजालेत्या युवापिठिचे आगम-वेगम उपक्रम

2012

MGI STUDENTS SELL 10,000 COPIES OF GANDHI’S AUTOBIOGRAPHY

(Mumbai Mirror)
Gandhi on sale

In a month-long campaign, students at Chetana Management Institute sold 10,000 books on the message of the Mahatma.

We imibed the message in our campaign as well and it taught us a great deal.

(African Age)
Google Knols: Experience Sharing by Students

Sowmya Amin PG-C

Well my first day of selling is over! Some people would think "all that hard work to sell a book!" and be disappointed, but I'm not some people! We all come across people who want to sell us something all the time and personally avoid them so do I, but what if there is a role reversal. I was lucky enough to have one, as an initiative taken up by my institute CIMR called Jagruti-Learning from Gandhi today.

It was International Women’s Day and my mom was attending a seminar on the occasion and I just jumped at the opportunity to go ahead with my assignment to sell Gandhi’s Autobiography “The Story of my experiments with truth”. I had serious butterflies when my team mates and I reached the venue, worse than I've had for years! I even thought "what am I doing, how many women especially housewives have the time to read books on history and what will I tell them!" But I ignored those thoughts & got on with it!

! Found out who was in charge got a heads up from the organizers, set up all the 50 books on the desk in a presentable way & enjoyed the evening. It was such a different experience - my first ever book selling stall. Each person that came along & looked some commented while some liked the initiative and reassured me that I am doing well! So what if we only sold 28 which were below our target but that’s more than sufficient for a beginner. A few people I spoke to said it was a disappointment that more people didn't come or didn't buy the book! But you can’t predict what'll happen on the day & that's no reason not to try again, few bumps are all it takes to learn.

Some of the fear has gone now and my whole negative perceptions about selling have vanished. I've done my first. But I know now that I can do it! And when I do my next round, most of the preparation will be done. So all that work will pay off in the future. This is only the beginning.
HARDIK BHATIA PG

The sales campaign undertaken by Chetana’s Institute of Management and Research in association with Bombay Sarvodaya Mandal for the subject MPS (Managerial process skills) has made me to work with full enthusiasm for the task to sell M.k Gandhiji’s Autobiography “An Autobiography or The Story of My Experiments with Truth”

Me and my team sold 60 books in just 3 hours in an exhibition held at Vishwakarmabaug hall in Vile Parle but my share was only of 10 books & we were the 1st team from the college to start the program. We were praised for doing a wonderful job of promoting Gandhian Philosophy. It was good team work done and we also received feedback from the customers who purchased the book. A feedback given by one of the customer was “I are not capable to give feedback for such a great personality”. Some customers also paid respect to Mahatma Gandhi by touching his feet on the bookmarks provided along with the book. They also commented “It is a wonderful task undertaken by the students.

But it was really a difficult task to sell the book & to convince people to buy the book, But I am looking forward to sell more books in coming weeks. Finally I want to thank my college Chetana’s Institute of Management and Research and most importantly Aparna Mam for giving us the opportunity to experience such a challenging activity. Thank you!!

AMEYA PANSE PG

I started selling the books quite late compared to my friends in the institute. So, I was very excited and anxious for going and selling the books actually on field. First time I along with my friends went to BKC and there we started selling books. Though for the very first time I was little hesitant to offer the books to anyone and after seeing my friends selling books I became little confident and approached 2-3 persons but there response was negative towards buying this book but still I approached another person but the same response came and now I was not that confident in selling the books.

The same day when my friends and I were at BKC, I approached one more person at first he rejected and told me that he had this book, this time again I got disappointed and I was just
walking down the street towards my friends and the person called me up and purchased the book, this time I made my first sell. I sold a book to 3-4 people and the experience was, people bought the book because it was a Gandhi book and on top of that it was only for Rs. 30. Then I gained confidence. The next day we again went to BKC but this time at ICICI and that too at 8 in night and then we approached 2-3 persons and thereafter people were approaching us themselves after they saw that we were selling Gandhi books. Some of the scariness has gone now and my whole negative perceptions about selling have vanished.

Aditya Rai MMS

It gives me immense pleasure in sharing the wonderful experience I personally had while promoting the values & principles of a man who was instrumental in shaping freedom struggles around the world. My name is Aditya Rai and I am a student of MMS in CRKIMR. Jagruti was a great campaign which was carried by Chetana's as a part of Managerial Process Skill. The students were required to sell a book named “An Autobiography OR The story of My Experiments with Truth” written by M.K.Gandhi.

When the campaign began, I was very apprehensive as selling was never my forte. I tried to approach to strangers and got got rejections only. I was very demoralised. So, I started by selling a book to my friend as I could easily convince them. I gained confidence from this and on the same day I sold 6 books with to the MMM and MFM guys of our institute. With these experiences, we tried to sell books in train, outside malls & in localities.

I would like to share is our tie-up with Saint Paul's school, Parel. When we tied up with this school we thought we would target the staff of the school. We collected 200 books and went to the school. But to our amazement there were students who had already queued up to get their hands on the Gandhi book. We were so happy to see such responses from kids which made us think that will Gandhi ever be forgotten?? At the school we ended up selling 120 books to both staff and children. We completed our monthly target in the school itself. Both the experiences taught me lot of things like confidence, going up and talking to strangers, convincing skills,
determination, handling target pressures, account handling etc. I am sure these learnings will help me in my future endowments.

To end my experiences all I can say is thanks to Sadavarte sir, Aparna ma'am and the institute for making me a part of the jagruti campaign and enriching my life.

**Kavisha Shah MMS**

We all know Mahatma Gandhi, father of our nation, as a physically weak, dhoti clad, wise man; the man who drove a large nation to its independence; an ideal disciple of *Ahimsa* (non-violence), and truth and a firm believer of God. We know of all this probably from books(biographies), movies, grandparents, friends, relatives etc. But do we know actually about MK GANDHI as told by him? This is where the Jagruti Campaign(as part of our academic programme- Managerial Process Skills) started by Chetana’s in association with Bombay Sarvodaya Mandal has come into picture. We were asked to sell Gandhi’s autobiography named ‘My experiments with truth’.

To begin with I was extremely apprehensive of ‘selling’. Hence the target of the first week of selling the books wasn’t met. I didn’t know where to begin.

However, in the second week I managed to seek some courage. I began with selling the books to people I know that is friends and relatives. I managed to achieve my target then. As I began to sell the books my reluctance declined and interest grew. I was a little more confident the next time. I also managed to sell 2 books to our maid for increasing the knowledge of her children.

Next I accompanied my father to the garden where he regularly goes for walks. There I met many people and tried selling books to them. I found out that a lot of people had already read the book. Some did not believe in Gandhi and his principles and some did not have time to even listen. Nonetheless I managed to speak to and convinced people to buy the books for them and their family.

I also accompanied my friend to a school( Manav Mandir School ) where she teaches and managed to sell books to the teachers and the staff there.

Hence what I have achieved from this initiative is to get rid of the apprehension and go all out and give it your best and things will turn out to be positive. Thus all in all the experience was
extremely enriching. It was a once in a lifetime experience and I am glad I got an opportunity to be a part of it.

Regards,
Kavisha Shah
MMS