



ST. JOSEPH'S DEGREE COLLEGE

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Department of Commerce & Management 30 Days - Month Summer Marketing Project

The Dept of Commerce & Management has undertaken an Extension & Outreach Program in coordination with OMPLIS Orvakal Mandal Podhupu Lakshmi Ikya Sangam (OMPLIS) - a federation of 10,000 rural women working with their motto “**Poor Helps Poor**”. OMPLIS runs their own Mahila Bank to provide loans to Self Help Groups, they run Jute workshop and also offer free employability training programs like beautician course, tailoring and embroidery.

This outreach program was a proactive effort to engage the students and to foster community involvement as well as giving them a practical marketing experience. A team of 17 girls from III BBA A section came forward to do this 30 Days Summer Marketing Project.

On 4th July the student team visited OMPLIS, met Vijaya Bharathi madam, Founder & MD of OMPLIS who has given jute merchandise worth ₹20000 to the team as a part of this Summer Program. Ninety products comprising sling bags, pouches, purses, file folders, lunch bags & luggage bags were given and the students promised to sell as many as possible. The students successfully sold 75 products worth ₹15000, while selling they explained the quality, environmental benefits and the women empowerment community who involved in producing them. During this period students learned marketing strategies like persuasive skills, communication skills etc, they also understood on how social work and business can go hand in hand.

Having highly motivated these 17 students took their whole class of 40 students to visit the heart of OMPLIS in Orvakal. It was amazing to know how those women who never stepped out of their homes have now travelled abroad, learned languages and have gained confidence to speak at national platforms like Universities, UNO, Mussoorie IAS training academy etc. As community resource persons many of the women have visited Europe, Asia & US spreading the awareness on women empowerment & education.

The students visited Bala Bharathi School, built with the community help. It has digital classrooms, science labs, seminar halls and modern library. In fact, 27 villages contributed to construct the school over a period of 10 years. The construction work was shared by the families in the villages showcasing the power of unity. The school even provides free mid day meals, promoting equality and access to education. Mrs.Rathnamma, the president of OMPLIS, deeply inspired them with her journey. This summer project was more than a Marketing assignment, it was an eye opening experience that taught them valuable life lessons - women truly can do social work, lead an organization and make a global impact.

