

| Event Details | |
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| Event Name | Social Event |
| Topic | Cultivating Community Connection |
| Date | 2024 -05 -20 to 2024 -05 -24 |
| Mode | Offline |
| Organizer Name | 1. Dr. Jyoti Verma 2. Dr. Ajay Aggarwal 3. Dr. Sonia Antil |
| No. of Participants | 220 |
| SDG No | SDG 3: Good Health and Well-being , SDG 4: Quality Education , SDG 5: Gender Equality , SDG 11: Sustainable Cities and Communities , SDG 13: Climate Action |

Objective :

- 1) To create opportunities for students to connect with the community and contribute towards the welfare of society at large .
- 2) To create a sense of sharing and caring among students towards underprivileged people
- 3) To inculcate the sense of serving , informing , educating , and spreading a message of hope
- 4) To make efforts to establish a better society and environment
- 5) To cultivate a social work orientation among students .

Description :

The BBA FinTech department and the B. Com department organised an event titled - Cultivating Community Connection [3 C's], at Chitkara Business School , Chitkara University , Punjab . The primary objective of this event was to enable the students think differently and how to apply the learning of class room in the real world scenario related to the specific section of society primarily privileged and underprivileged . The event also aims to foster and enhance the reach of sustainable development by catering to the societal issues that are existing in the real world . Further the activity aims to understand the problems faced by the rural population and make them aware of the health issues , benefits of personal hygiene , digital literacy , dining etiquette , sustainability by recycling waste material .

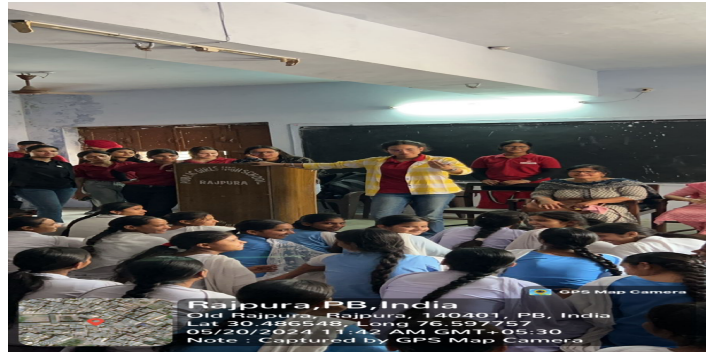
Outcomes :

- 1) To develop awareness about social issues
- 2) To develop an agile mindset and agile learning
- 3) Students will be able to connect and extend their knowledge gained in the classrooms to solve real-world problems .
- 4) Students will learn the art of tailored communication to connect with the community .
- 5) To understand real-life issues , develop solutions , and identify business opportunities
- 6) To understand the inter-relationship between interaction , empathy , and change in Society

UG Programs Chitkara Business School



Students with faculty members in Government School, Rajpura
(20/05/24)



Students interacting with school students (20/05/24)



Students with faculty members in Government School, Rajpura
(23/05/24)



Students with faculty members participated in the event
(23/05/24)



Faculty members and students with school students (23/05/24)