

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY**  
**JNANA SANGAMA, BELAGAVI-590018**



**AICTE ACTIVITY POINT PROGRAMME**

Report on Activity points

Submitted in partial fulfilment of the requirement for the award of the degree of

**BACHELOR OF ENGINEERING**  
**IN**  
**COMPUTER SCIENCE AND ENGINEERING**

Submitted by

NAME : VIJAYALAKSHMI D

USN : 1KG20CS119

BATCH : B18



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**#15, Mallasandra, Off. Kanakapura Road, Bangalore – 560109**

**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**#15, Mallasandra, Off. Kanakapura Road, Bangalore – 560109**  
**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**



**CERTIFICATE**

*This is to certify that Ms VIJAYALAKSHMI D bearing the USN 1KG20CS119 has earned the required activity point for the award of bachelor of Engineering in Computer Science & Engineering in Visvesvaraya Technological University, Belgaum during the year 2024. The activity points have been approved as it satisfy the academic requirements in respect of Activity points prescribed for the said Degree.*

Signature of Co-ordinator

**Mrs. Meena G**  
**Assistant Professor**  
**K.S.S.E.M., Bengaluru**

Signature of HOD

**Dr. K Venkata Rao**  
**Professor & Head, CSE**  
**K.S.S.E.M., Bengaluru**  
HOD

Signature of Principal

**Dr. K Rama Narasimha**  
**Principal**  
**K.S.S.E.M., Bengaluru**

Department of Computer Science Engineering  
K.S School of Engineering & Management  
Bangalore-560109

**Dr. K. RAMA NARASIMHA**  
Principal/Director  
- K S School of Engineering and Management  
Bengaluru - 560 109

## ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be incomplete without the mention of the people who made it possible and under whose constant guidance and encouragement the task was completed.

We would like to express my deep sense of gratitude to **Dr. K Rama Narasimha**, Principal, K S School of Engineering and Management, Bangalore, for his timely help and inspiration during the tenure of the course.

We would like to express any sincere gratitude to our HOD, **Dr. K Venkata Rao**, Department of Computer Science & Engineering, for his encouragement and support throughout the project.

We consider it my cardinal duty to express the deepest sense of gratitude to Activity coordinator, **Mrs. Meena G**, Assistant Professor Department of Computer Science & Engineering, for the invaluable guidance extended at every stage and in every possible way.

Finally, we were very much thankful to all the faculty members of the Department of Computer Science & Engineering, my seniors, friends and my parents for their constant encouragement, support and help throughout the Period of activity Conduction.

**Thanks, and Regards**  
VIJAYALAKSHMI D (1KG20CS119)





# K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**KSSEM**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

NAME OF THE STUDENT	VIJAYALAKSHMI D
USN	1KG20CS119

AICTE ACTIVITY HEAD	RELEVANT PO'S MAPPED												Marks Obtained (20)	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12		
1 Facilitating 100% digitized money transactions	✓	✓	✓	✓	✓					✓	✓	✓	✓	20
2 Tourism promotion innovative approaches	✓				✓	✓	✓	✓	✓	✓				20
3 Helping local to achieve good result and enhance enrolment in higher education	✓				✓	✓	✓	✓	✓	✓				20
4 Tourism promotion innovative approaches	✓				✓	✓	✓	✓	✓	✓				20
5 Contribution to any national level initiative of government of India	✓	✓	✓		✓	✓	✓		✓	✓				20
<b>TOTAL MARKS OBTAINED</b>													100	

<b>MAXIMUM ALLOTTED POINTS</b>	<b>POINTS SCORED</b>
100	100

*M. S. Srinivasan*  
Signature of the Coordinator

*[Signature]*  
Signature of the HOD

## ABSTRACT






The abstract encapsulates the essence of five diverse topics, ranging from educational initiatives to cultural preservation and adventure tourism. Each topic represents a unique endeavor aimed at fostering growth, awareness, and enrichment within its respective domain.

1. **"Digital Promotion in Rural Area- Acchalu Grama, Ramanagara"**: Enabling seamless digital money transactions across all sectors is paramount for modern economies. Implementing robust digital infrastructure and promoting digital literacy can streamline financial processes, enhance transparency, and improve accessibility, ultimately fostering a more efficient and inclusive financial ecosystem for all stakeholders involve.
2. **"Tourism Promotion Innovative Approaches- Acchalu Betta, Ramanagara"**: Acchalu Betta is an amazing camping location in the vicinity of Ramanagara. Verdant green environments make up the surroundings of this location with a low canopy kind of foliage. Many different species of birds, animals, and plants can be spotted in this region, although chances of spotting an animal are rare.
3. **"Educating Students in Innovative Approach"**: Supporting local schools to achieve academic excellence can significantly boost student outcomes and increase enrolment in higher education. By providing resources, mentorship programs, and academic support, students can develop essential skills and confidence, paving the way for successful transitions to institutions of higher learning.
4. **"Tourism Promotion Innovative Approaches -Savandurga Hills, Ramanagara"**: Adventure tourism takes centre stage at Savandurga hills, offering climbers an exhilarating experience amidst stunning landscapes. Through infrastructure development, promotion, and community engagement. It emerges as a premier climbing destination, attracting adventurers from far and wide.
5. **"Swachh Bharat – Government school, Ramanagara"**: The Swachh Bharat program at a local government school underscores the importance of cleanliness and hygiene in nurturing a conducive learning environment. Through community engagement and sustainable practices, the program aims to instill a culture of cleanliness and environmental stewardship.

## CONTENTS

Sl.No.	Descriptive	Page No.
1	Program Flow	1
2	Certificates	2-6
3	Description	7-11
4	Photo Gallery	12-14

## PROGRAM FLOW

Sl. No	Name	USN	Name of Organization/Ngo	Type of Activity	Date From and To	No. Of Hours/Days	No. Of points Credited	Total Number of Points Credited	Qualified/Not qualified	Student Signature
1.	Digital promotion in rural areas	1KG20 CS119	Acchalu grama, Ramanagara	A8	03/10/23 To 17/10/23	14 days	20	20	✓	
2.	Tourism promotion innovative approaches	1KG20 CS119	Acchalu betta, Ramanagara village	A4	24/10/23 To 07/11/23	14 days	20	20	✓	
3.	Educating students in innovative approach	1KG20 CS119	Govt. High Primary School, Vajarahalli, Kanakapura road	A1	16/11/23 To 30/11/23	14 days	20	20	✓	
4.	Tourism promotion innovative approaches	1KG20 CS119	Savanadurga hills, Ramanagara	A4	10/12/23 To 24/12/23	14 days	20	20	✓	
5.	Swachh bharaath	1KG20 CS119	Government school, Ramanagara village	A15	2/01/24 To 16/01/24	14 days	20	20	✓	



# CERTIFICATES

## 1. Event 1 Certificate



### CERTIFICATE OF APPRECIATION



*Vijayalakshmi . D*

OF COMPUTER SCIENCE ENGINEERING DEPARTMENT HAS ACTIVELY  
PARTICIPATED IN THE PROGRAM  
"DIGITAL PROMOTION IN RURAL AREA".

AT ACCHALU GRAMA, RAMANAGARA  
DURING 03/10/2023 To 17/10/2023

*Gopala . T*

ಸದಸ್ಯರು

HEAD GRAMPANCHAYAT  
ಹುಣಸನಹಳ್ಳಿ ಗ್ರಾಮ ಪಂಚಾಯತ  
ACCHALLY RAMANAGARA  
ಅಚ್ಚಲು ಗ್ರಾಮ



## 2. Event 2 Certificate



# CERTIFICATE OF APPRECIATION



*Vijayalakshmi.D*

OF COMPUTER SCIENCE ENGINEERING DEPARTMENT HAS ACTIVELY  
PARTICIPATED IN THE PROGRAM  
"TOURISM PROMOTION INNOVATIVE APPROACHES".

AT ACCHALU BETTA, RAMANAGARA VILLAGE  
DURING 24/10/2023 To 07/11/2023

*Gopala.T*

ಸಹಸ್ಯರು

HEAD GRAMPANCHAYAT  
ಹುಣಸಿನಹಳ್ಳಿ ಗ್ರಾಮ ಪಂಚಾಯತ  
ACCHALU, RAMANAGARA  
ಶಿಬಿರ ಗ್ರಾಮ

### 3. Event 3 Certificate



#### 4. Event 4 Certificate



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

ROTARACT CLUB  
K S S E M

# CERTIFICATE of Completion



THIS CERTIFICATE IS AWARDED TO

*Vijayalakshmi D*

FOR COMPLETING 2WEEK AICTE ACTIVITY POINTS PROGRAM  
ON TOURISM PROMOTION INNOVATIVE APPROACHES  
ACCORDING TO AICTE GUIDLINES ON 10/12/2023 TO 24/12/2023

*Gm. L. F.*  
ಶಿಕ್ಷಣ  
U. K. S. S. S. S.  
ಮಹಾವಿದ್ಯಾಲಯ, ಕೆ.ಎಸ್.ಇ.ಎಂ.  
ಬೆಂಗಳೂರು

Authorized Dignitary

24/12/2023

Date

5. Event 5 Certificate



**CERTIFICATE OF APPRECIATION**



*Vijayalakshmi. D*

OF COMPUTER SCIENCE ENGINEERING DEPARTMENT HAS ACTIVELY  
PARTICIPATED IN THE PROGRAM  
"SWACHH BHARATH".

AT GOVERNMENT SCHOOL, RAMANAGARA VILLAGE  
DURING 02/01/2024 To 16/01/2024

*Prakash*  
ಮುಖ್ಯೋಪಾಧ್ಯಾಯರು

HEADMASTER GOVT. SCHOOL

RAMANAGARA  
ರಾಮನಗರ ತಾಲ್ಲೂಕು ಮಕ್ಕಳ ಶಾಲೆ



# DESCRIPTION

## Event 1:

- **Title:** DIGITAL PROMOTION IN RURAL AREA
- **Date:** 03/10/2023 to 17/10/2023
- **Duration:** 14 days
- **Brief About event:** The event focused on educating individuals about the importance of digital literacy in today's digital age. Digital literacy encompasses the skills and knowledge necessary to effectively navigate, evaluate, and utilize digital technologies and information. The event aimed to address the digital divide and empower individuals to harness the opportunities provided by digital platforms while mitigating the risks associated with them.

## Key Activities:

- **Workshops and Training Sessions:** Conducting workshops and training sessions to teach essential digital literacy skills such as internet safety, online privacy, basic computer proficiency, critical thinking, and digital communication.
- **Community Outreach Programs:** Organizing community outreach programs to reach individuals who may have limited access to digital resources or may be unaware of the importance of digital literacy.
- **Awareness Campaigns:** Launching awareness campaigns through social media, websites, posters, and other communication channels to disseminate information about digital literacy and its relevance in everyday life.

## Conclusion:

After the session ended, we felt happy about how the community responded to online payments. People were excited to try this easy and safe way of paying, showing that digital promotion can help everyone in Acchalu Grama feel more included in financial matters. With more teaching and help, we think online payments will soon be a normal and helpful part of everyday life here, making things easier for both shops and residents.

## **Event 2:**

- **Title:** TOURISM PROMOTION INNOVATIVE APPROACHES
- **Date:** 24/10/2023 to 07/11/2023
- **Duration:** 14 days
- **Brief about event:** Tourism promotion is an event aimed at showcasing the attractions, culture and experiences of a particular destination or region to potential visitors. The primary goal is to encourage tourism by highlighting the unique features and offerings that make the destination appealing to travellers. Tourism promotion was done at Acchalu Betta. Acchalu Betta is an amazing camping location in the vicinity of Ramanagara. It is a summit just outside of the city that provides stunning views and the needed dose of nature after a hectic week.

### **Key Activities:**

- **Marketing Campaigns:** Utilizing various marketing channels such as social media, print media, television, and online advertising to reach a wide audience and create awareness about the destination.
- **Participation in Trade Shows:** Attending tourism trade shows and exhibitions to network with travel industry professionals, travel agents, and potential tourists.
- **Collaborations with Travel Agencies:** Partnering with travel agencies to offer attractive travel packages and deals to encourage visitation.
- **Hosting Familiarization Trips:** Inviting travel journalists, bloggers, and influencers to experience the destination firsthand and share their experiences through various platforms.

### **Conclusion:**

Tourism promotion plays a crucial role in stimulating economic growth, creating job opportunities, and fostering cultural exchange. By effectively promoting a destination's unique attractions and experiences, tourism promotion events contribute to the sustainable development of tourism while also enriching the lives of both visitors and locals. It is essential for destinations to continuously innovate and adapt their promotional strategies to remain competitive in the global tourism market.

### **Event 3:**

- **Title:** EDUCATING STUDENTS IN INNOVATIVE APPROACH
- **Date:** 16/11/2023 to 30/11/2023
- **Duration:** 14 days
- **Brief about event:** This event is designed to address barriers and provide guidance to individuals, particularly from underserved communities, to enroll in higher education institutions. Recognizing the transformative power of education, the event aims to inspire and equip participants with the necessary information and resources to pursue higher education opportunities.

### **Key Activities:**

- **Information Sessions:** Host sessions providing comprehensive information on various higher education pathways, including colleges, universities, vocational programs, and scholarships available.
- **Counseling Workshops:** Offer one-on-one or group counseling sessions with education counselors or mentors to address individual concerns, discuss career aspirations, and develop personalized education plans.
- **Financial Aid Guidance:** Provide workshops and resources on financial aid options, including scholarships, grants, loans, and work-study programs, to assist students in overcoming financial barriers to higher education.

### **Conclusion:**

The event will conclude with a call to action, encouraging participants to take proactive steps towards pursuing higher education. By providing information, guidance, and support, the event aims to empower individuals to overcome obstacles and realize their academic aspirations. Participants will be encouraged to leverage the resources and networks established during the event to navigate the higher education landscape successfully.

#### **Event 4:**

- **Title:** TOURISM PROMOTION INNOVATIVE APPROACHES
- **Date:** 10/12/2023 to 24/12/2023
- **Duration:** 14 days
- **Brief about event:** Savandurga hills, situated in the picture square landscape of Ramanagara, Karnataka, embodies the region's rich cultural heritage and natural grandeur. This event encapsulates the concerted efforts aimed at showcasing Savandurga's hidden treasures and inviting travellers to partake in its wonders. It is a testament to the dedication of communities, government bodies, and conservationists who have worked tirelessly to preserve and promote this natural heritage.

#### **Key Activities:**

- Implementing marketing campaigns across diverse channels including social media, print media, television, and online advertising to broaden the reach and raise awareness about the destination.
- Participating in tourism trade shows and exhibitions to establish connections with professionals in the travel industry, travel agents, and potential tourists.
- Forming partnerships with travel agencies to present enticing travel packages and promotions, aiming to stimulate visitation to the destination.
- Organizing familiarization trips for travel journalists, bloggers, and influencers to immerse them in firsthand experiences of the destination, facilitating them to share their insights across various platforms.

#### **Conclusion:**

Promoting adventure tourism at Savandurga hills brings together economic gain and environmental conservation. By using new ideas and working together, Savandurga has become a top spot for adventurers seeking unique experiences in untouched nature. Going forward, it's crucial for everyone involved to keep working together to protect Savandurga's environment while keeping it an exciting place for adventure seekers for years to come.



## **Event 5:**

- **Title:** SWACHH BHARAT
- **Date:** 02/01/2024 to 16/01/2024
- **Duration:** 14 days
- **Brief about event:** In alignment with the national vision of a clean and hygienic India, a Swachh Bharat program was conducted at our local government school. This initiative aimed to instill the values of cleanliness, hygiene, and environmental stewardship among students, teachers, and staff members. Through various activities and campaigns, the program sought to create awareness about the importance of sanitation and inspire behavioural change towards maintaining a clean and healthy environment.

### **Key activities:**

- **Cleanliness Drives:** Students actively participated in cleanliness drives aimed at tidying up the school premises and surrounding areas. They enthusiastically picked up litter, swept the grounds, and planted trees to beautify the environment.
- **Awareness Workshops:** Interactive workshops were conducted to educate students about the importance of personal hygiene, sanitation, and waste segregation. Students learned about the detrimental effects of littering and the benefits of maintaining a clean environment for their health and well-being.

### **Conclusion:**

The Swachh Bharat program conducted at our government school exemplifies our collective commitment to building a cleaner, greener, and healthier India. By instilling values of cleanliness and hygiene in the younger generation, we are laying the foundation for a sustainable future where every individual takes pride in contributing to the cleanliness and well-being of our nation.

# PHOTO GALLERY

## Event 1 Photos:



## Event 2 Photos:





**Event 3 Photos:**





**Event 4 Photos:**



**Event 5 Photos:**

