

VISVESVARAYATECHNOLOGICALUNIVERSITY

JNANASANGAMA, 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 : ADITHYA S.R

USN : 1KG20CS001

BATCH : B29



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



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

CERTIFICATE

This is to certify that Mr ADITHYA S.R bearing the USN 1KG20CS001 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 satisfies 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

Signature of Principal
Dr. K Rama Narasimha
Principal
K.S.S.E.M., Bengaluru

HOD
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
Bangaluru - 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,
ADITHYA S.R(1KG20CS001)

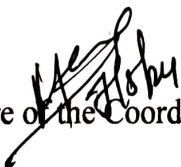


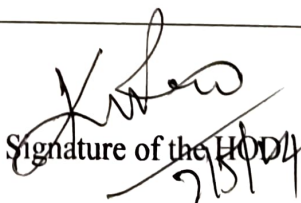
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

NAME OF THE STUDENT	ADITHYA S.R
USN	1KG20CS001

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 Food preservation/packaging								✓	✓		✓	✓	20
2 Spreading public awareness under rural outreach programmers	✓	✓	✓		✓	✓	✓		✓	✓			20
3 Spreading public awareness under rural outreach programmers	✓	✓	✓		✓	✓	✓		✓	✓			20
4 Helping local to achieve good result and enhance their enrolment in Higher/Vocational Education	✓				✓	✓	✓	✓	✓	✓			20
5 Tourism Promotion Innovative Approaches	✓				✓	✓	✓	✓	✓	✓	✓		20
6 Promotion of Appropriate Technologies	✓	✓	✓	✓	✓				✓	✓	✓	✓	20
TOTAL MARKS OBTAINED												100	

MAXIMUM ALLOTTED POINTS	POINTS SCORED
100	


 Signature of the Coordinator


 Signature of the HOD

ABSTRACT

Initiatives are in motion to address urgent global concerns in a variety of contexts. India is fighting hunger with creative programs run by groups like RaCKSSEM, which focus on places like Bangalore and Ramanagara. India produces enough grain to feed itself, but poverty, food insecurity, and malnutrition still exist. This emphasizes the need for multimodal solutions that address the underlying causes of these issues, which include poverty, conflict, and climate change. In the meantime, India's achievement in eliminating polio highlights the transformational potential of proactive healthcare practices and community involvement. Rotaract's participation in awareness campaigns highlights the vital role of NGOs and governmental organizations while serving as an example of grassroots initiatives to educate communities and empower individuals. Furthermore, in rural India, parental involvement is crucial in determining the quality of education, with education emerging as a cornerstone for advancement. Promoting rural tourism aims to preserve local customs and culture while providing economic opportunities for sustainable development. In the digital sphere, marketing tactics are using digital promotion more and more to target certain audiences, take advantage of global reach, and maximize cost-effectiveness. Analytical tools reflect the changing landscape of digital marketing by offering insights for improving business performance and strategy refinement. All things considered, these many projects highlight how crucial it is to work together and use creative thinking to solve challenging global problems and promote constructive social change.

CONTENTS

Sl.No.	Descriptive	Page No.
1	Program Flow	1
2	Certificates	2
3	Description	8
4	Photo Gallery	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.	Feed the Hunger	1KG20 CS001	RAC KSSEM, Bengaluru	A12	11/06/23 To 25/06/23	15 days	20	20	✓	Adh 21
2.	Public Awareness and Importance	1KG20 CS001	RAC KSSEM, Bengaluru	A14	13/8/23 To 23/8/23	10 Days	20	20	✓	Adh 21
3.	Polio Awareness	1KG20 CS001	RAC KSSEM, Bengaluru	A14	21/10/23 To 28/10/23	8 days	20	20	✓	Adh 21
4.	Program on Educating Students in innovative approach	1KG20 CS001	Govt. School, Mallasandra, Bengaluru	A1	16/11/23 To 30/11/23	15 days	20	20	✓	Adh 21
5.	Tourism Promotion	1KG20 CS001	RAC KSSEM, Bengaluru	A4	10/12/23 To 24/12/23	15 days	20	20	✓	Adh 21
6.	Digital Promotion	1KG20 CS001	Govt. High School, Ramanagara village	A5	10/03/24 To 24/03/24	15 days	20	20	✓	Adh 21

CERTIFICATES

1. Event 1 Certificate

The certificate features a decorative border with blue and yellow geometric shapes and wavy line patterns. On the left, the K.S. Group of Institutions logo is displayed above the text 'K.S. GROUP OF INSTITUTIONS BANGALORE' and 'KSSEM'. On the right, the Rotary Club of KSSEM logo is shown with the tagline 'We grow together' and 'RaCKSSEM'. The central text reads 'Certificate of Achievement' in a large, bold font, followed by 'This certificate is proudly awarded to' and the name 'ADITHYA S.R.' in a large, bold font. Below the name, a horizontal line separates the recipient's name from the award details: 'For Completing 2week AICTE active points program "FEED THE HUNGER" on food preservation to promote awareness in innovative approaches according to AICTE guidelines on 11/06/2023-25/06/2023 .'. The signature section on the left includes a handwritten signature in blue ink, the name 'U. Karan', and the title 'ಮಂಡಳಿಯ ಕೃಷಿ ಪಾಠಶಾಲೆ ಅಧ್ಯಕ್ಷರು' above the word 'SIGNATURE'. A yellow ribbon award is positioned between the signature and the date. The date '25/06/2023' is written in a bold font above the word 'DATE'.

Certificate of Achievement

This certificate is proudly awarded to

ADITHYA S.R

For Completing 2week AICTE active points program "FEED THE HUNGER" on food preservation to promote awareness in innovative approaches according to AICTE guidelines on 11/06/2023-25/06/2023 .

U. Karan
ಮಂಡಳಿಯ ಕೃಷಿ ಪಾಠಶಾಲೆ ಅಧ್ಯಕ್ಷರು
SIGNATURE

25/06/2023
DATE

2. Event 2 Certificate



3. Event 3 Certificate



4. Event 4 Certificate



5. Event 5 Certificate



CERTIFICATE of Completion



THIS CERTIFICATE IS AWARDED TO

Adithya SR

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

ಸಹಕಾರ
M. K. Ramesh
ಮಾಹಿತಿ ಮತ್ತು ಸಂಪನ್ಮೂಲ
ಪ್ರಾಧ್ಯಾಪಕರು

Authorized Dignitary

24/12/2023

Date

6. Event 6 Certificate



DESCRIPTION

Event 1:

- **Title:** FEED THE HUNGER
- **Date:** 11/06/2023 to 25/06/2023
- **Duration:** 2 weeks
- **Brief about event:**

Enough food is produced today to feed everyone on the planet, but hunger is on the rise in some parts of the world, and some 821 million people are considered to be “chronically undernourished”

The second most populous country in the world, India has enjoyed steady economic growth and has achieved self-sufficiency in grain production in recent years. Despite this, high levels of poverty, food insecurity and malnutrition persist. Around 21.25 percent of the population , and levels of inequality and social exclusion are very high.

Key Activities:

- **Causes of Hunger:** Explore the root causes of hunger, such as poverty, conflict, climate change, and lack of access to resources like land and water.
- **Food Insecurity:** Discuss the concept of food insecurity and its impact on individuals, families, and communities, both globally and within specific regions or countries.
- **Solutions and Interventions:** Highlight various approaches to addressing hunger, including agricultural development, food aid programs, social safety nets, education, and policy reforms.

Conclusion:

Assess the roles and responsibilities of non- governmental organizations (NGOs), governmental agencies, and international institutions in addressing hunger at local, national, and global levels. India is home to a quarter of all undernourished people worldwide, making the country a key focus for tackling hunger on a global scale. In the last two decades, per capita income more than tripled, yet the minimum dietary intake fell. The gap between rich and poor increased during this period of high economic growth.

Event 2:

•**Title:** PUBLIC AWARENESS AND IMPORTANCE

•**Date:** 13/8/2023 to 23/08/2023

•**Duration:** 2 weeks

Brief About event:

Out of all the multitudinous issues around the globe, the environmental degradation is the most important issue. Our life squarely is dependent on a healthy environment. Needless to say, the Earth is the only place we call home! This is the only place that provides us with the most basic necessities of air, food, water and other needs.

Key Activities:

- Public awareness is basic information to teach another people. During the program we helped people to do waste of craft and celebrating festival with everyone and we also visited the government school to spread happiness awareness to students. This was the period where we learnt more about social activities enjoying and learning with public.
- Promoting awareness about the environment is the sine qua non and a necessity. It is important that one should don the role of environmental steward and participate in creating a brighter future for future generations. Not everything could be left to the government to perform.

Conclusion:

Rather one should shoulder the responsibilities of relieving our mother-earth from all the encumbrances of varied pollution which we produce and piled on our mother home.

If we go on misusing our environment, there is no way in which the Government can perform all these clean-up functions. Prevention of environmental degradation must become an essential part of all our lives

Event 3:

- **Title:** POLIO AWARENES PROGRAM
- **Date:** 21/10/2023 to 28/10/2023
- **Duration:** 1 week
- **Brief about event:**

India rolled out the Pulse Polio Immunization Program on 2 October 1994, when the country accounted for around 60% of the global polio cases. Within two decades, India received 'Poliofree certification' from World Health Organization on the 27 March 2014, with the last polio case being reported in Howrah in West Bengal on 13 Jan 2011.

Key Activities:

- Ensuring equitable access to vaccines to everyone, including the most marginalized and vulnerable groups living in the remotest parts of the country, made eradication possible. A high commitment at every level led to policy makers, health workers, frontline workers, partners and community volunteers, working in tandem to deliver life-saving polio drops to every child wherever they were, be it at home, in school, or in transit.
- This was the actual event that was organized by Rotaract in 21/10/23 to 28/10/23 Where we walked through the town hall to Lalbagh every day for one week to know people, how much is polio important to children.

Conclusion:

This was done by working with volunteers from local communities in the microplanning of Supplementary Immunization Activities and engaging with community and religious leaders to identify and address concerns so that coverage could be increased in less visible clusters of unimmunized children.

Polio (poliomyelitis) mainly affects children under 5 years of age, with 1 in 200 infections leading to irreversible paralysis. Among those paralysed, nearly 5% die when their breathing muscles become immobilized. Wild polio virus cases continue to be reported in neighboring Pakistan and Afghanistan. As long one child remains infected, children in all countries remain at risk of contracting polio.

Event 4:

- **Title:** PROGRAM ON EDUCATING STUDENTS
- **Date:** 16/11/2023 to 30/11/2023
- **Duration:** 2 weeks
- **Brief About event:**

Education is a vital pillar of progress and empowerment, particularly in rural India, where nurturing young minds holds paramount importance. Understanding the state of education and the role parents play in their child's learning journey is crucial for fostering positive educational outcomes.

Education stands as a potent catalyst for progress and empowerment, transcending barriers and shaping the future of nations. In the vast expanse of rural India, nurturing young minds takes on paramount importance, as the transformative power of education holds the key to breaking the cycle of poverty and unlocking opportunities for generations to come.

Key Activities:

- Survey was specifically focused on examining the impact of parental involvement on the education of school-going children in rural areas, seeking to shed light on the significant role they play in shaping their child's educational journey.
- The survey aimed to analyze key attributes related to learning, digital education, enrollment status, dropout status, school infrastructure, teachers, and most importantly, parental motivation and participation.
- By analyzing these key attributes the study sought to uncover the extent to which parents influence their child's educational outcomes.

Conclusion:

Through an in-depth analysis of parents' aspirations, engagement in their child's education, provision of facilities for learning at home, and their interaction with teachers, the survey provides valuable insights into the ways parents actively contribute to their child's educational development. Moreover, the report highlights the critical role parents play in creating a conducive learning environment at home.

Event 5:

- **Title:** TOURISM PROMOTION
- **Date:** 10/12/2023 to 24/12/2023
- **Duration:** 2 weeks
- **Brief about event:**

Tourism where they includes trekking hiking and other outdoor activities. During 10/12/23 to 24/12/23 there were many camping, trekking, other activities involved.

Rural tourism as one of the form of alternative tourism came into existence to give an open space to low segments of tourism development. It gives an opportunity to visitors to directly experience natural surroundings and agriculture.

Key Activities:

- Rural tourism is synonymous to sustainable tourism development. It has many potential benefits for employment generation, social improvement, economic expansion, revitalization of local crafts and repopulation.
- In the year 2002 National tourism policy was introduced to promote the rural tourism in India.
- Once the rural tourism takes its proper shape there are chances of overall development of the area, improved quality life, women empowerment, infrastructural development and improved social facilities, decrease in migration, better social skills and discussion among residents for a collective action and decisions, and improved confidence.

Conclusion:

Rural tourism ensures the social as well as economic development of rural people. It provides alternative ways of employment to the local people and side by side reduces out-migration. The Indian rural masses are solely dependent on agriculture for their livelihood. But rural tourism became a potential tool to reduce their over dependency on agriculture. Rural tourism ensures the revival of traditional art, craft, traditions and culture which brings marketing opportunity for rural producers to sell their product and services directly to tourists.

Event 6:

- **Title:** DIGITAL PROMOTION
- **Date:** 10/03/2024 to 24/03/2024
- **Duration:** 2 weeks • **Brief about event:**

Digital promotion uses social media, phones, and other electronic devices to advertise or sponsor a product or service. This includes those fancy electronic billboards that are alongside highways and heavily trafficked areas.

Key Activities:

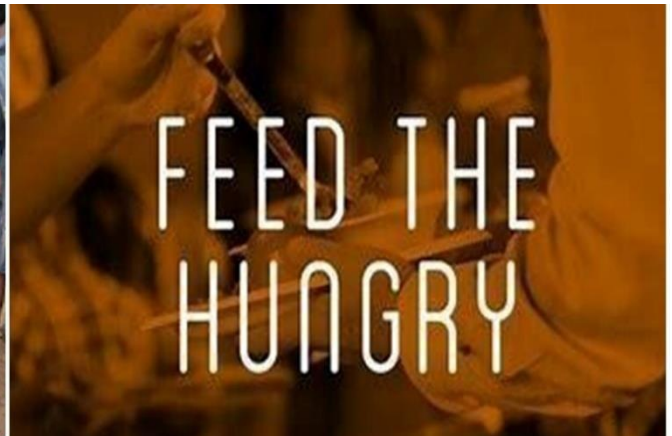
- Digital marketing is the planning or overall scope of your plan to attract and retain customers. Digital marketer should take into consideration all the different platforms and types of devices like desktops, mobile phones, tablets, etc.
- Target – It will allow you to target the people you want to reach. It lets you zero in on the consumers by type including age or avocation. The choice is yours depending on the product or service you provide.
- Global Perspective – The internet increases your audience. If you can provide what they want, it doesn't matter where your clients or customers live.
- Cost Effective – Compared to television advertising, digital is far more economical. Looking at traditional marketing measures, digital still wins.

Conclusion:

The awareness program on the importance of Digital Promotion serves as a catalyst for empowering tomorrow's innovators and problem-solvers. By fostering a culture of innovation, creativity, and lifelong learning, it plays a vital role in shaping the future workforce and driving socioeconomic development. Through continued advocacy and investment in technical education, we can unlock the full potential of individuals and societies to thrive in an increasingly complex and interconnected world.

PHOTO GALLERY

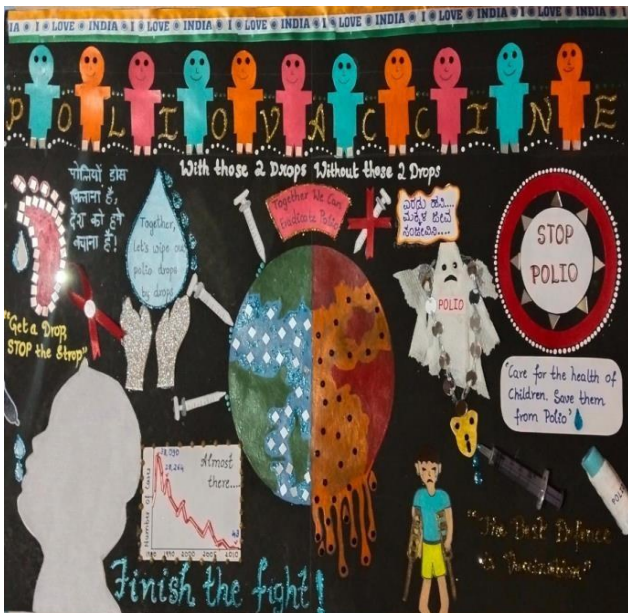
Event 1 :



Event 2 :



Event 3 :



Event 4 :



Event 5 :



Event 6 :

