

# **Hindusthan College of Engineering and Technology**

An Autonomous Institution, Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MECHATRONICS)

Accredited by NAAC with 'A++' Grade with CGPA of 3.69 out of 4 in Cycle 2

**Valley Campus, Coimbatore – 641 032, Tamil Nadu, INDIA**

Tel: +91 422 4242424 [www.hicet.ac.in](http://www.hicet.ac.in)

## **DEPARTMENT OF MANAGEMENT SCIENCES (MBA)**

### **RURAL INNOVATION PROJECT**

The Rural Innovation Project challenges the students to become agents of positive change in underserved communities. This project throws the learners headfirst into the unique challenges and opportunities of rural environments. By collaborating with local stakeholders and businesses, students identify critical issues hindering rural development. Equipped with their business acumen and innovative thinking, they develop and implement practical solutions that address these challenges, fostering sustainable growth and empowering rural communities. The project not only equips students with valuable skills in social entrepreneurship, community engagement, and resource management, but also fosters a deeper understanding of the importance of responsible business practices and their potential for positive social impact.

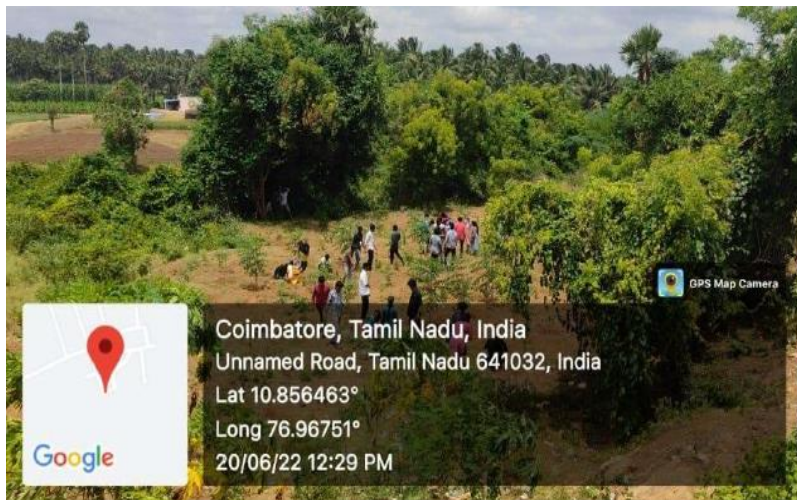
















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