



Hindusthan College of Engineering and Technology

Approved by AICTE, New Delhi, Accredited with 'A' Grade by NAAC
(An Autonomous Institution, Affiliated to Anna University, Chennai) Coimbatore – 641 032



MASTER OF BUSINESS ADMINISTRATION

SOCIAL IMMERSION PROJECT (SIP)

The Social Immersion Project (SIP) is an experiential learning initiative that challenges the learners to step outside the boardroom and to immerse in real-world social and community issues. This program places the learners in real-world situations, volunteering with local NGOs and community organizations. Through hands-on experiences, students gain a deeper understanding of social challenges and develop their leadership skills in a purpose-driven context. The program fosters empathy, social responsibility, and a critical lens for analyzing social problems and work collaboratively towards sustainable solutions.

By collaborating with community members and stakeholders, our MBA students develop innovative solutions and gain valuable communication and problem-solving skills that translate directly back to their business careers, fostering leaders who are not just successful, but also socially responsible.

Our MBA students gained invaluable experience by partnering with esteemed organizations like





