

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

WMO Arts & Science College

“Education and some more”

Affiliated to University of Calicut

04936-207532 (Principal)

(Aided by Govt.of Kerala)

deptmasscomactivity@gmail.com

Phone:04936-203382(office)

P.O. Muttill,Wayanad, Kerala -673122

Email: wmocollege@gmail.com Website: www.wmocollege.ac.in



Activity Report at Bramagiri Development Society



INTRODUCTION

The Bramagiri Development Society, located in Pathiripalam near Sulthan bathery, organized its first internship program in collaboration with Mass communication department, WMO Arts and Science College, Muttill. The society was established in 1999 by Varghese Vythiyar with the primary objective of supporting local farmers and preventing their untimely demise, which had become a pressing issue in the early 90's. As part of the program, eight of our students had the unique opportunity to visit the

Bramagiri Development Society and gain valuable insights into its operations.

ORIENTATION & LEADERSHIP

The entire internship program was led by Mr. Ajay Ghosh, the Marketing Director of the society. He began by providing a comprehensive overview of the society, highlighting its origins, mission & accomplishments over the years. This introduction served as an excellent foundation for our understanding of the society's objective and the context in which it operates.

LECTURES & KNOWLEDGE SHARING

One of the highlights of the internship program was a lecture delivered by Mr. Madhu who works as the Digital Marketing Specialist in the society. Mr. Madhu shared his extensive experience and insights into the world of digital

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marketing. He discussed various techniques and strategies that could be employed to make advertising more effective and efficient through the use of digital platforms. This lecture not only broadened our understanding of marketing principles but also highlighted the potential for technological advancements in the field.

INTERACTIVE SESSION

Following the lectures, an interactive session was held with Mr. Ajay Ghosh and Mr. Madhu. This session provided a platform for the interns to engage with the speakers and gain further knowledge about the Bramagiri Development Society. It was an excellent opportunity to ask questions, seek clarification, and discuss various aspects related to the society's operations, marketing strategies, and future plans. The interactive session fostered a sense of camaraderie and encouraged active participation from all interns.

EXPLORING THE MEAT PRODUCTION UNIT

During our internship, we had the privilege of exploring the meat production unit of the Bramagiri Development Society.

This experience was truly enlightening as we were exposed to the entire process of meat processing, including packaging and marketing. The society's meat production unit showcased a wide range of products, such as ready-to-cook snacks and frozen meat of beef, chicken, and rabbit. It was impressive to witness the dedication to maintaining a clean and hygienic environment throughout the production process.

WASTE MANAGEMENT

One aspect that deserves special recognition is the Bramagiri Development Society's waste management practices. The society has implemented an exemplary waste management system that deserves applause. Waste generated during the

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production process is efficiently managed and repurposed as fertilizer for plants. This sustainable approach not only minimizes environmental impact but also highlights the society's commitment to responsible and eco-friendly practices.

CONCLUSION

In conclusion, the internship program at the Bramagiri Development Society was an incredibly informative and enriching experience for all the interns. We gained valuable insights into the society's history, operations, and marketing strategies. The lectures and interactive sessions facilitated a deeper understanding of the digital marketing landscape and its potential for the advertising industry. Exploring the meat production unit showcased the society's commitment to quality, hygiene, and innovation. Moreover, the society's commendable waste management practices further exemplified its dedication to sustainable and environmentally conscious practices. Overall, the internship program at Bramagiri Development Society was a remarkable opportunity that broadened our horizons and left a lasting impact on our understanding of rural development and agricultural initiatives.

List of students completed internship

1. Sainath p
2. Dhanaraj
3. Aravind P M
4. Salmanul Fariz
5. Jyothi sandra
6. Rose P S
7. Adithya J

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