

**REPORT
ON
MARKET RESEARCH SURVEY WORK 2019
STUDY OF IMPACT OF TECHNOLOGY AMONG THE PEOPLE OF DASAULI
VILLAGE , KURSI ROAD , LUCKNOW**

DATE : 17 October 2019

TIMING : 9:50 A.M.

PARTICIPANTS : BBA 3rd Group A

ORGANISORS : BBA 3rd Group A

FACULTY COORDINATORS : Dr. Gaurav Bisaria and Mubasshara Hasan

DEPARTMENT : Department of Commerce and Business Management

FACULTY: Faculty of Commerce and Management

OBJECTIVE :

- To study the Impact of Technology on the people of Dasauli , Kursi road.
- To know the level of awareness of technology among the people of the area
- To educate them regarding the Importance and usage of different technologies like Mobile phones and latest application of Mobile phones and computers etc.
- Preparation and submission of report

PROPOSED TASKS:

- Develop tool for Impact assessment
- Interaction with the village communities
- Focus Group Discussion with the Village people
- Organizing cultural programs for the primary students.
- Prepare an impact assessment report

METHODOLOGY USED FOR CONDUCTING THE TASKS:

- Baseline Survey
- Observation
- Meetings
- Focused Group Discussion
- Analysis and Interpretation of the data collected
- Preparation of the report

BRIEF SUMMARY : A market Research Survey was conducted on the topic “Study of impact Of technology among the people of Dasauli village , Kursi road , Lucknow by the students of BBA 3rd Group IN Dasauli Village , Kursi road at 9:50 a.m. The survey was conducted under the guidance of Dr Gaurav Bisaria and Mubasshara Hasan who were the faculty coordinators for the program.

The objective of survey was to know the level of awareness of technology among the people of Dasauli, its impact on their lives and also to educate them regarding the Importance and usage of different technologies like Mobile phones and latest application of Mobile phones and computers etc.

The students were divided into several groups to look after different aspects of the rural areas and they visited different places in village such as schools, shops and house of villagers etc. Under the survey the students filled the schedules to extract data from them and found that not much people were aware of the technology . They only used phones for making and receiving calls except some of them who were using it for recreational purpose .

At the end students educated the villagers regarding the benefits of different technologies and also taught them the usage and application of Mobile phones for different purpose like Sending and Receiving texts, sending and reading emails ,Surfing the internet ,Using it as an alarm clock Checking the time and Using the calculator etc . Lastly the refreshments were provided to the school children by the team .

CONCLUSION

The visit was a huge learning experience for all the students. The objectives that were laid down were largely met. The most important benefit of the survey was that the students learnt to work as a team. The food, weather and surroundings were different and the students interacted extremely well with the local community as well as adjusted admirably to the rural setting. During the visit the students spread awareness about technology and various other important parameters. The students also interacted with the children of the school and taught them the usage of Mobile phones .This Market research survey was a very good activity for the students to exercise their Methodical approach to work ,social work principles, organizational and communication skills and the students benefitted immensely by the experience.

PICTURES:

