

**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 3<sup>rd</sup> Group A

**ORGANISORS :** BBA 3<sup>rd</sup> 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 3<sup>rd</sup> 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:





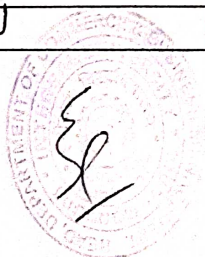
# FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

## ATTENDANCE FORM

Study on Impact of technology among the people of Dasauli

Date: 17/10/2019

SL. NO	NAME	AFFILIATION	DESIGNATION
1	Azwan Ansari	Integral University	Student
2	Tisha Rishi	Integral University	Student
3	Hora Khalid	IU	Faculty
4	Arfan Ansari	IU	Faculty
5	Arfan Khan	IU	Student
6	Shanvi	Integral university	Student
7	Megha Khushi	I.U.	Student
8	Mohulika	I.U.	Faculty
9	Himansa	Integral university	Faculty
10	Amreen	Integral university	Student
11	Ayesha	Integral university	Faculty
12	Rukhsana	Integral university	Student
13	Rushi Kumari	Integral university	Student
14	Sima Adam	Integral University	Student
15	Arfiya Kidwai	Integral University	Student
16	Ananya Naurya	Integral University	Faculty
17	Naba Siddiqui	IU	Faculty
18	Sunichtha Singh	IU	Student
19	Rida Fatima	IU	Student
20	Abdullah	IU	Student
21	Abdur-Rahman	Integral University	Student
22	Azeem	Integral University	Faculty
23	Afreen	IU	Student
24	Kaynot Ashraf	IU	Student
25	Saniya Zakee	IU	Student
26	Andalip Ifan	IU	Faculty
27	Asha Zakee	IU	Faculty
28	Sayeda Muftaba Ashraf	Integral University	Faculty
29	Shaikh Fair	Integral University	Faculty
30	Kamran Khan	Integral University	Faculty
31	Astaf Khan	Integral University	Student
32	Yasir Khan	IU	Student
33	Hashim Khan	IU	Student
34	Arhan Ansari	IU	Student
35	Archika Kumari	Integral university	Student
36	Azoo Khanam	IU	Student
37	Juhi Kumari	IU	Student
38	Anshu Singh	IU	Faculty
39	Parine Kumari	IU	Faculty
40	Arhan Khan	Integral university	Faculty
41	Pooja Kumari	IU	Student
42	Faria Khan	IU	Student
43	Larrah Khan	IU	Faculty



# ATTENDANCE FORM

Date: 17/10/2021

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