



Ref No: AU/2025/EC/IIPP/DoS/3003

Date: 29<sup>th</sup> September 2025

## Activity Reports on:

### Student Participation in Innovative Idea Presentation Program

<b>Title of the Activity</b>	: Participation in Program on Designing Solutions for Rural and Community-Based Tourism in Arunachal Pradesh
<b>Date</b>	: 26th September, 2025
<b>Venue</b>	: DK Convention Hall, Itanagar, Arunachal Pradesh
<b>Organized by</b>	: Department of Tourism, Government of Arunachal Pradesh
<b>Participating Institution</b>	: Department of Management Studies (MBA 3rd Semester Students), Arunodaya University

#### **❖ INTRODUCTION:**

The Department of Management Studies, as part of its continuous efforts to promote experiential learning, industry engagement, and societal contribution, encouraged the MBA 3rd Semester students to actively participate in a state-level program organized by the Department of Tourism, Arunachal Pradesh. The program, held on 26th September 2025 at the DK Convention Hall, Itanagar, served as a collaborative platform for academia, government, and the tourism sector to explore innovative approaches to rural and community-based tourism development in Arunachal Pradesh.

This initiative aligns with the institution's objectives of fostering innovation, promoting entrepreneurship, and sensitizing students to the cultural and socio-economic realities of rural and tribal communities.

#### **❖ OBJECTIVES OF THE ACTIVITY:**

- To foster innovative thinking among students in addressing contemporary challenges in rural and community-based tourism.
- To provide students an opportunity to present practical, sustainable, and scalable solutions tailored for Arunachal Pradesh's tourism sector.
- To bridge academia, government, and community stakeholders for collaborative development.
- To inculcate experiential learning and real-world problem-solving in line with NEP 2020 and NAAC criteria for student engagement and outreach.



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Lekhi Village, Naharlagun, Itanagar, Dist. Papum Pare, Arunachal Pradesh - 791110.



## ❖ DESCRIPTION OF THE PROGRAM:

On 26th September 2025, MBA 3rd semester students from the Department of Management Studies actively participated in a state-level program organized by the Department of Tourism, Government of Arunachal Pradesh. The event, held at the DK Convention Hall, Itanagar, focused on "Designing Solutions for Rural Tourism and Community-Based Tourism in Arunachal Pradesh."

The students presented innovative ideas addressing issues such as sustainable tourism development, eco-friendly homestay models, digital promotion of local culture, integration of technology in rural tourism, and capacity-building initiatives for local communities. The initiative provided a collaborative platform where students interacted with policymakers, tourism professionals, and local stakeholders, thus enhancing their practical exposure.

## ❖ OUTCOMES OF THE ACTIVITY:

- Student Empowerment:** Students gained hands-on experience in designing real-world solutions for the tourism sector.
- Skill Development:** Enhanced critical thinking, research, and presentation skills among students.
- Industry-Academia Linkage:** Strengthened collaboration between the Department of Tourism and the academic institution.
- Community Orientation:** Emphasized socially responsible and sustainable approaches to tourism development in rural areas.
- Visibility:** Showcased the institution's commitment towards regional development and knowledge dissemination.

## ❖ IMPACT ON STUDENTS AND INSTITUTION:

- Students demonstrated their capacity to contribute meaningfully to policy-level discussions.
- The activity highlighted the institution's role in promoting innovation, social responsibility, and experiential learning.
- The program contributed to NAAC criteria on Curricular Aspects (Criterion I), Student Engagement and Learning Outcomes (Criterion II), and Extension and Outreach Activities (Criterion III).





# Arunodaya University

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## ❖ LIST OF STUDENT PARTICIPANTS:

Sr. No	Paper Presenters	Gender
1	TINKY KAMSAR	FEMALE
2	RENU RIO	FEMALE
3	KATUNG KINO	MALE
4	GYAMAR AYUM	FEMALE

Sr. No	Participants	Gender
1	BIRI MEME	FEMALE
2	DOHU DIMING	FEMALE
3	BENGIA TAPO	MALE
4	YANGA REBI	FEMALE
5	NYALI RIBA	MALE
6	NABAM ABO RATER	MALE
7	TAR HORMEN	MALE
8	TAKAM YAPI	FEMALE

## ❖ CONCLUSION:

The participation of MBA 3rd Semester students in the Innovative Solutions for Rural and Community-Based Tourism program organized by the Department of Tourism, Arunachal Pradesh, marked a significant step toward integrating academic knowledge with societal needs. The event not only enriched the students' learning experience but also underscored the role of management education in addressing developmental challenges at the grassroots level.

Through their innovative presentations, the students demonstrated their potential as future leaders who can contribute meaningfully to sustainable tourism, rural livelihood enhancement, and community-based initiatives in the region.

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## ❖ PHOTOCOPY:

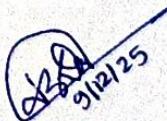


Kruno Josha  
9.12.25

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HEAD  
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