

IIM Ranchi holds Rush-A-Thon to raise awareness of various social issues

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Ranchi, March 9: The Indian Institute of Management, Ranchi on Monday conducted Rush-A-Thon, a run for a cause, in association with UNGC-PRME.

Rush-A-Thon is conducted annually to raise awareness of various social issues. The purpose of this event is to instil a sense of awareness and responsibility about social stigmas and create awareness regarding the same in the minds of future business leaders and managers.

Notably, UNGC-PRME provides today's business students with the knowledge and skills necessary to bring about change in the future by increasing the visibility of sustainability at educational institutions all over the world.

This year, the run was organised to raise awareness about Autism. UNGC-PRME partnered with Deepshikha, Institute of Child Development and Mental Health, Ranchi, a non-profit organization that is dedicated to improving the lives of children and adolescents with mental health issues and disabilities.

Gopika Anand (Principal); Sudha Lhila, Executive Director at Deepshikha; Sonalika, Regional Head, Union Bank of India, and Dr Deepak Kumar Srivastav, Director, IIM Ranchi, bestowed us with their presence to inaugurate Rush-A-Thon.

The event had a cultural performance by Froggy Feet, the dance SIG of IIM Ranchi for the guests at the event. This was followed by a 5 km run that saw a footfall of over 500+ participants. Over 250+ participants completed the run successfully, the top 2 males and top 2 females were awarded winning medals and smartwatches, and the top 75 runners were awarded hampers comprising high-quality sports equipment, apparel, and energy-boosting protein bars.

The event concluded with a speech from Sonalika, praising students and UNGC-PRME Team for a successful event and IIM Ranchi for conducting Rush-A-Thon, a run for a cause.

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