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# IIM Ranchi-NSDC Collaborate To Promote Tribal Entrepreneurship In Jharkhand

*Through the initiative, they strive to demonstrate their commitment towards sustainable socio-economic development and foster positive transformation in tribal communities, **THE INDIAN TRIBAL** reports*

August 2, 2023



IIM Ranchi And NSDC Join Hands

New Delhi/Ranchi

A Memorandum of Understanding (MoU) has been signed and exchanged between IIM Ranchi and NSDC. Earlier, the Integrated Programme in Management (IPM) students of IIM Ranchi presented their findings of social internship and shared possible policy intervention to higher officials of Ministry of Skill Development and Entrepreneurship and NSDC in New Delhi.

“A unique internship programme has been designed to provide relevant exposure to students by making them an integral part of planning and strategy development efforts of Singi Dai Van Vigyan Kendra, a multi-skill development centre,” the IIM stated in a press communique.

The focus of the programme is on key segments such as medicinal plants, horticulture and aromatic essential oil segments in tune with the local resources and culture, it added.

**Detailing the approach, the institute said, as part of the initiative, the second-year students from the Integrated Programme in Management (IPM), IIM Ranchi completed their five-day visit to Vikas Bharti, Bishunpur, Jharkhand, which provided thorough insights on rural development initiatives and allowed them to ponder and tinker on innovative solutions to promote sustainability, benefitting the locals.**

To cement and formalize the programme, the students from IIM Ranchi divided themselves as three enterprises and worked on marketing plans that provided strategies for better agricultural production and community engagement.

The one-month internship programme has successfully trained interns across nine batches, comprising three groups each from three verticals which worked together on one enterprise.

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#### IIM Ranchi And NSDC Officials

“The initiative also serves as an opportunity for students to fine-tune their basics and fundamentals on rural marketing, cooperative societies and mutually aided self-help groups under the guidance of faculty members of IIM and other experts, enabling them to make a significant impact on increasing demand for local products in national and international markets,” it maintained.

On the completion of the project, students worked on the industry-market linkage plan and the best pitched plan will get implemented in NSDC-funded Multi Skill Development cum Women Empowerment Centre at Balatu.

**Based on the findings, each group submitted a report on the viable and sustainable business models aimed at assisting farmers in establishing market linkages, expanding distribution network, and developing robust supply value chains.**



Farmer Producer Organization (FPO) that enables farmers to fetch higher prices for their Shatavari supply compared to individual negotiations, enhancing their collective bargaining power and economic prospects.

The second report highlights the potential of producing and marketing lemongrass and citronella oil while leveraging the Self-Help Groups (SHGs) model. The approach aims to foster self-efficiency, enhance product quality, and reduce the influence of intermediaries.

The third report underscores the significance of cultivating the Palmarosa (Cymbopogon martinii) plant for uplifting the local communities as it has numerous therapeutic and healing properties and large yield.

**The students also mapped various schemes of Government of India on agriculture, horticulture, and forest produce such as AYUSH, NABARD, SIDBI, National Medicinal Plants Board for enhancing community engagement, inclusive growth and building capacities of the region.**

Among those present on the occasion were Secretary MSDE, Atul Kumar Tiwari, Director IIM Ranchi, Prof. Deepak Kumar Srivastava, CEO, NSDC & MD, NSDC International Ved Mani Tiwari, Secretary Vikas Bharti, Ashok Bhagat, Prof. Gaurav Marathe, Prof. Angshuman Hazarika, and Prof. Rajiv Aricat, Faculty Members of IIM Ranchi, and other officials from MSDE.

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