

IIM Ranchi inaugurates MDP on 'Imparting Marketing Skills' for SHG's in Lohardaga

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Jamshedpur, Sept 11: IIM Ranchi today inaugurated the Management Development Program (MDP) on imparting marketing skills, to be conducted in collaboration with the district collector of Lohardaga.

The program aims to empower Self Help Group (SHG) representatives with essential marketing knowledge and skills.

This MDP has been awarded to IIM Ranchi by the district collector of Lohardaga, Krishna Prasad Waghmare, under the “Niti Aayog Award Money initiative.”

The inaugural ceremony, held at the RSETI Lohardaga, witnessed the presence of Prof. Deepak Kumar Srivastava, director of IIM Ranchi, Krishna Prasad Waghmare, the district collector of Lohardaga and Arun Singh, district planning officer of Lohardaga.

The MDP on Imparting Marketing Skills is a unique opportunity for SHG representatives to enhance their marketing capabilities and contribute to the growth of their respective communities.

The programme will be conducted in Hindi, ensuring that participants can fully engage and grasp the concepts taught by the experienced faculty members of IIM Ranchi.

Prof. Deepak Kumar Srivastava, director of IIM Ranchi, expressed his enthusiasm for the programme, stating, “At IIM Ranchi, we believe in global orientation and local responsiveness, and this MDP is one of the ways through which we would be supporting local communities”.

He further said that “this programme will equip the SHG representatives with the necessary marketing skills to expand their businesses and create a positive impact on the local economy.”

The MDP on Imparting Marketing Skills will cover a wide range of topics, including market research, product positioning, branding, pricing strategies, and digital marketing. Through interactive sessions, case studies, and practical exercises, the participants will gain valuable insights and practical knowledge that can be applied to their businesses.