



## IIM Ranchi launches Young Changemakers Programme as a Strategic Priority

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IIM Ranchi believes in fostering change and driving positive transformation in society. In this direction, IIM Ranchi students actively engage in rural development initiatives. Currently, as part of their Social Impact Internship Project (SIIP), they are working to drive development in the rural villages adopted by IIM Ranchi under the Unnat-Bharat Abhiyan Mission.

The Indian Institute of Management Ranchi is thrilled to unveil its one-of-a-kind initiative, the Young Changemakers Programme (YCP), under its strategic plan, IIM Ranchi@2030. The programme is aiming to inspire a generation of young leaders who will bring about a tangible social impact and lead organisations with a global outlook and local responsiveness. The Rural Immersion Bootcamp, under the YCP, is an innovative three-day programme pioneering a live-case learning model, providing a unique platform for students to explore tribal villages, understand their challenges, and collaboratively develop practical solutions. The direct exposure aims to stimulate the ability to identify pertinent problems, instil empathy, hone their creativity and problem-solving abilities, help them develop innovative and effective solutions, and execute it for the betterment of the tribal communities.

This programme is designed to empower students to become changemakers, to take action, and to make a real difference in the world. This will challenge participants to think beyond their

own experiences and encourage them to evaluate critically and compassionately the needs of others.

Day one of the bootcamp will be an orientation day where the students will be introduced to the concept of social work and community service. They will also learn about the challenges faced by rural communities, policies and efforts to solve social issues, UN Sustainable Development Goals and how they can contribute to making a positive impact. The professors and experts who have been working on this front for years will undertake the sessions. The students will also get the opportunity to learn from the professors of IIM about the essentials of social entrepreneurship. The discussions on systematic approaches to bring change and proven models will set off the transformative experience in inspiring them to become catalysts of social change and leave a lasting impact on the communities.

Day two will be the most exciting day for the students, where they will visit a rural tribal village and spend time with the villagers. They will engage in a wide range of activities, including cultural exchange, and group discussion sessions aimed at identifying pressing real issues and challenges. They will get to experience first-hand the realities of rural life and learn about the unique challenges faced by these communities.

On day three, the students will work together to develop practical and innovative solutions to some of the social issues that they have observed during their time in the village. They will have the opportunity to present their ideas to a panel of experts and community leaders and receive feedback on their proposals. Their presentations will be judged based on feasibility, impact, and scalability. The students will also have the chance to reflect on their experiences and what they have learned during the programme. The top performers of the programme will be receiving the Programme Laureate Certificate.

IIM Ranchi acknowledges that in today's globally interconnected society, effective leadership requires comprehending and adapting to various cultural situations. With the help of the Rural Immersion Bootcamp, we aim to improve cross-cultural skills and prepare to lead with sensitivity and inclusivity anywhere globally.

During the bootcamp, the participants will have the opportunity to collaborate closely with experienced faculty members and industry professionals who will serve as guides and mentors throughout their journey. They will also collaborate with other participants, exchanging ideas and co-creating innovative solutions to rural community challenges. IIM Ranchi aims to enhance the socio-economic situation of Rasabeda villagers and continues the work after the internship as well.

Registration for the Rural Immersion Bootcamp has begun, with students of classes 10 to 12 eligible to participate. All proceeds from the event will be used to drive the development of the tribal villages while being a pragmatic and transformative learning experience for students who are getting an opportunity to go from paper to reality and experience the hurdles and solve the challenges, creating real impact for real people in real time.

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