

## IIM RANCHI LAUNCHES YOUNG CHANGEMAKERS PROGRAMME AS A STRATEGIC PRIORITY

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 organizations 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, instill 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.

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.

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.

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. The top performers of the programme will be receiving the Programme Laureate Certificate.

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.