



IIM Ranchi and NSDC join hands to promote tribal entrepreneurship in Jharkhand

Campus Updates 02 Aug, 2023 58

Demonstrating its commitment towards sustainable socio-economic development and with an aim to fostering positive transformation in tribal communities, Indian Institute of Management Ranchi (IIM-R) and National Skill Development Corporation (NSDC) have collaborated to promote tribal entrepreneurship in Jharkhand.



The 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 at New Delhi. On this occasion, a Memorandum of Understanding (MoU) was also signed and exchanged between IIM Ranchi and NSDC.

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 center.

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.

As part of the initiative, the second-year students from the Integrated Programme in Management (IPM), IIM Ranchi completed their five day visit at Vikas Bharati, Bishanpur, 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 there 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 of three groups each from three verticals which worked together on one enterprise.

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. 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.



The first report sheds light on the challenges faced by the tribal farmers in the region, including limited bargaining power and inadequate connections to the market. And for overcoming these challenges, the report suggests the establishment of a cooperative-based 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.

Furthermore, the students 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.

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

Campusvarta_02.08.2023_Online