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Through this endeavour, IIM Ranchi envisions enhancing well-being, fostering creativity, inculcating responsible consumption and nurturing resilience by embracing nature's innate qualities. Numerous studies underscore the positive impact of spending time in nature on mental health. The "Nature Connect" initiative is designed to alleviate stress, reduce anxiety, and combat depression while promoting overall well-being. By providing a sanctuary where individuals can reconnect with nature, the initiative aims to illuminate the healing potential of the natural world.

The program encompasses a variety of activities, ranging from campus walks to outdoor nature trails, designed to encourage participants to embrace moments of nature appreciation in their daily routines. Recognizing the interdependence between humans and the environment, the initiative is designed to nurture personal well-being and empower local communities. As part of the initiative, the institute is launching the "Rasabeda Trail," a unique ecotourism initiative fostering a symbiotic relationship between students and villagers. This trail aims to provide students with immersive experiences in nature while enabling villagers to develop sustainable income streams.

Through interactive learning stations, workshops, and guided experiences led by expert naturalists, the Rasabeda Trail provides a platform for individuals to enhance their understanding of the ecosystem, fostering a connection with the natural world. By blending education, adventure, and conservation, this trail aims to be a transformative journey that nurtures personal growth and an appreciation for nature.

Initially, different groups of IIM Ranchi students would be taken to this trail every month. The activity would be slowly opened for the entire community to explore "Nature Connect".