

IIM-Ranchi rolls out special 'Nature Connect' initiative

TIMES NEWS NETWORK

Ranchi: The Indian Institute of Management (IIM), Ranchi has rolled out a special initiative titled Nature Connect to sensitise its students on ways to imbibe virtues of sustainability in their day to day lives. IIM director Prof Deepak Kumar Srivastava formally launched the initiative on Tuesday on the occasion of Independence Day.

He said, "Through this endeavour, IIM Ranchi aims to enhance well-being, foster creativity, inculcating responsible consumption and nurture resilience among our students by embracing nature's 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. It will also provide a platform where individuals can reconnect with nature." Through this programme, the B-school will undertake variety of activities, ranging from campus walks to outdoor nature trails, eco-tourism etc to encourage participants to appreciate nature in daily routines.

To begin with, IIM-R will soon organise a trail to Rasabeda village on Ranchi outskirts to fostering relationship between students and local villagers. "The trail will aim to provide students with experiences in nature while enabling villagers to develop sustainable income streams," read IIM-R statement.

"Through interactive learning stations, workshops, and guided experiences led by expert naturalists, the Rasabeda Trail will provide a platform for individuals to enhance their understanding of the ecosystem, fostering a connection with the natural world," it said, adding that 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 depending on the success and outcome," it added.