

# Indian Institute of Management Ranchi launches management development programme for self-help groups

Inaugural ceremony of 10-day-long MDP was held at the Rural Self-Employment Training Institute, Lohardaga

Animesh Bisoe | Jamshedpur | Published 12.09.23, 07:02 AM



IIM, Ranchi.  
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Indian Institute of Management (IIM), Ranchi, on Monday launched a management development programme on imparting marketing skills for self-help groups (SHGs) of Jharkhand's Lohardaga district.

“The management development programme (MDP) on imparting marketing skills will be conducted in collaboration with the deputy commissioner of Lohardaga. The programme aims to empower SHG representatives with essential marketing knowledge and skills,” said a communique issued by IIM Ranchi on Monday.

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“This MDP has been awarded to IIM Ranchi by the deputy commissioner of Lohardaga, Krishna Prasad Waghmare, under the Niti Aayog Award Money initiative,” the communique further stated.

The inaugural ceremony of the 10-day-long MDP was held at the Rural Self-Employment Training Institute (RSETI) Lohardaga. Around 30 SHGs will take part in the programme.

“The MDP on imparting marketing skills is a unique opportunity for SHG representatives to enhance their marketing capabilities and contribute to the growth of their respective communities.

“The programme will be conducted in Hindi, ensuring that participants can fully engage and grasp the concepts taught by the experienced faculty members of IIM Ranchi,” said IIM Ranchi director Deepak Kumar Srivastava.

“At IIM Ranchi, we believe in global orientation and local responsiveness, and this MDP is one of the ways through which they would be supporting local communities,” the director added.

He further said that this programme would equip the SHG representatives with the necessary marketing skills to expand their businesses and create a positive impact on the local economy.

The MDP on imparting marketing skills will cover a wide range of topics, including market research, product positioning, branding, pricing strategies, and digital marketing.

Through interactive sessions, case studies, and practical exercises, the participants will gain valuable insights and practical knowledge that can be applied to their businesses.

“IIM Ranchi is committed to fostering entrepreneurship and supporting the economic development of rural areas.

“The MDP on imparting marketing skills is a testament to this commitment, as it aims to empower SHG representatives and enable them to thrive in today’s competitive business environment,” said the communique.