

LOCAL RESPONSIVENESS: IIM RANCHI INAUGURATES MDP ON 'IMPARTING MARKETING SKILLS' FOR SELF-HELP GROUPS (SHGS) IN LOHARDAGA DISTRICT, JHARKHAND

IIM Ranchi is pleased to inaugurate the Management Development Programme (MDP) on Imparting Marketing Skills, to be conducted in collaboration with the District Collector of Lohardaga. The programme aims to empower Self-Help Group (SHG) representatives with essential marketing knowledge and skills. This MDP has been awarded to IIM Ranchi by the District Collector of Lohardaga, Mr. Krishna Prasad Waghmare, under the "Niti Aayog Award Money initiative."

The inaugural ceremony, held at the RSETI Lohardaga, witnessed the presence of esteemed dignitaries, including Prof. Deepak Kumar Srivastava, Director of IIM Ranchi, Dr Krishna Prasad Waghmare, the District Collector of Lohardaga, Mr. Arun Singh, District Planning Officer of Lohardaga, and the programme directors, Prof. Shweta Jha and Prof. Satyam from IIM Ranchi.

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.

Prof. Deepak Kumar Srivastava, Director of IIM Ranchi, expressed his enthusiasm for the programme, stating, "At IIM Ranchi, we believe in global orientation and local responsiveness, and this MDP is one of the ways through which we would be supporting local communities. He further said that this programme will 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.