

# Young Changemakers Programme

## The Global Edition

Rural Immersion Bootcamp



## Director's Desk

Dr Deepak Kumar Srivastava, IIM Ranchi



Dear Young Changemakers,

I hope this message finds you in good health and high spirits. It gives me great pleasure to extend a warm welcome to all the students participating in the Young Changemakers Programme, which has been designed as a part of our strategic plan, IIM Ranchi@2030.

IIM Ranchi prioritises social impact as one of its areas of focus, with a commitment to cultivate a generation of young leaders who will have a tangible social impact and lead organisations with a global orientation and local responsiveness.

To reflect this commitment, IIM Ranchi has launched the Young Changemakers Programme, Rural Immersion Bootcamp. The goal of this bootcamp is to immerse you in rural India's realities so that you can see the opportunities and problems that communities confront up close. It is a chance to interact with people at the local level and gain a thorough grasp of the social, economic, and environmental factors that influence people's lives in rural areas. By fostering your empathy, critical thinking, and problem-solving skills through this programme, we seek to prepare you to be effective changemakers.

We acknowledge that in today's globally interconnected society, effective leadership requires the capacity to comprehend and adapt to various cultural situations. With the help of the Rural Immersion Bootcamp, we hope to improve your cross-cultural skills and prepare you to lead with sensitivity and inclusivity anywhere in the globe.

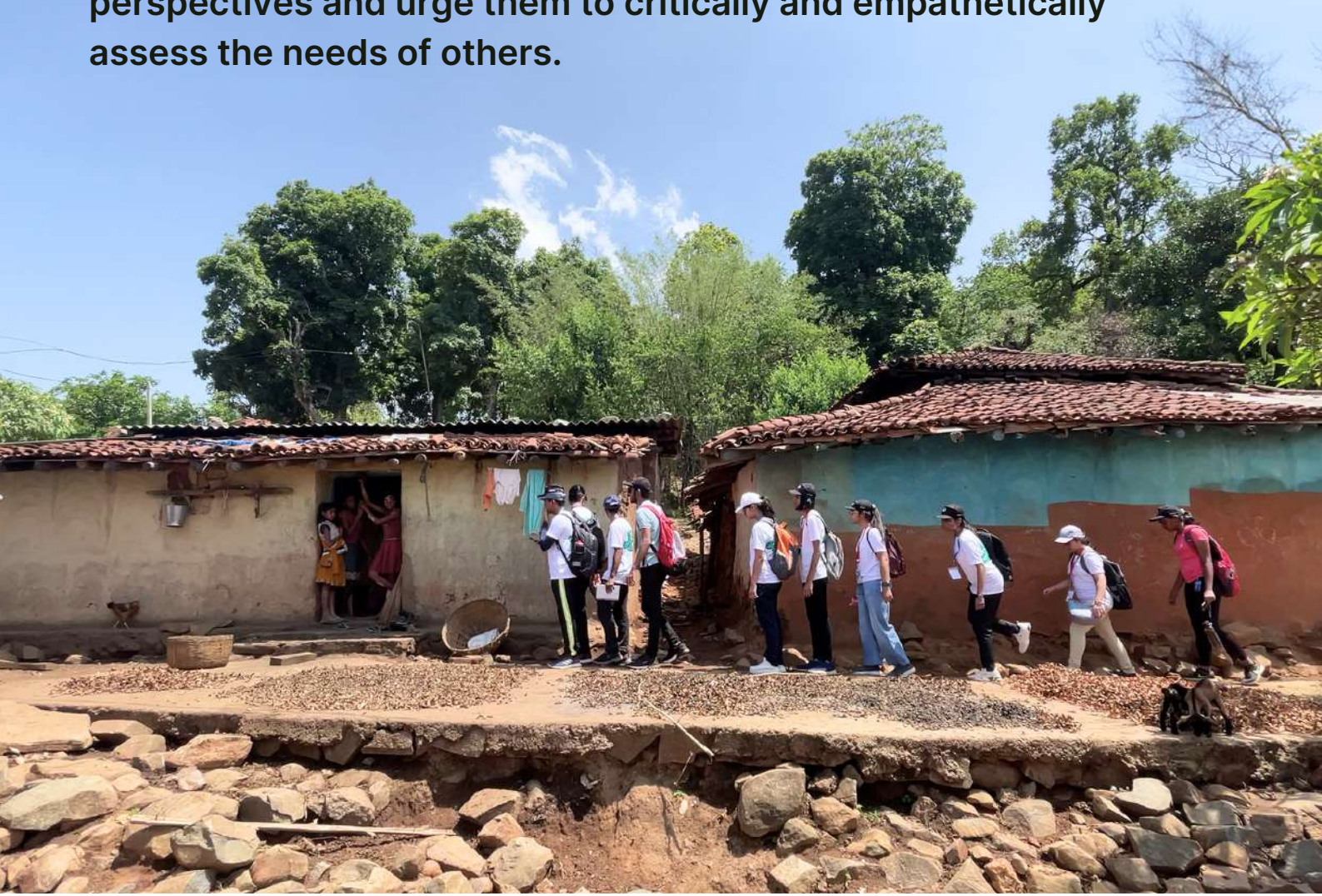
During the bootcamp, you will have the opportunity to collaborate closely with experienced faculty members and industry professionals who will serve as guides and mentors throughout your journey. You will also collaborate with other participants, exchanging ideas and co-creating innovative solutions to rural community challenges. Once again, I extend my heartfelt welcome to all the young changemakers joining us for this transformative experience. Together, let us embark on this journey of rural immersion and leadership development, shaping a future that is socially impactful, locally responsive, and globally oriented.

# The Young **Changemakers**

Social trailblazers of today and tomorrow

YCP is a four-day rural immersion bootcamp, from the 21st to 24th of December 2023, designed for future leaders passionate about social work, community development, and driven to create a sustainable and long-lasting impact.

This programme is meticulously crafted to empower students to emerge as agents of change, to engage in meaningful actions proactively, and to effect tangible positive transformations on a global scale. The programme will push participants to transcend their personal perspectives and urge them to critically and empathetically assess the needs of others.



## **Collaborate with The Best**

Learn from the best minds, globally

Participants will get a phenomenal opportunity to collaborate with students from all over the country as well as the globe, understand different perspectives and participate in enriching discussions while honing their real-world skills.

This will enlighten them, igniting the flames of international cooperation, fostering leadership skills, and nurturing the seeds of innovation that will flourish on the global stage.



# From Paper to **Reality**

Experience the problems in real life

The Young Changemakers Programme aims to challenge the notions of a conventional case study. We believe in applying theoretical knowledge to real-world situations, bridging the gap between academics and reality. Participants will witness problems at the grassroots level and devise solutions in this immersive experience.

The primary objective of the Rural Immersion Bootcamp is to cultivate participants' capacity for recognizing relevant challenges, refining their creative and problem-solving skills, and facilitating the creation of innovative and impactful solutions.



DAY 1

## Workshops by IIM Professors

Step into the Realm of Management

The participants will get the chance to learn from some of the country's finest professors and esteemed guest speakers, who will equip them with all that they need to know before facing the real challenge. The students will embark on a transformative journey that transcends classroom boundaries, as they will gain insights and professional tips.

In these sessions, students will learn a plethora of soft skills and modules, each led by experienced professionals who are experts in their respective fields.

Chief Justice,  
Jharkhand



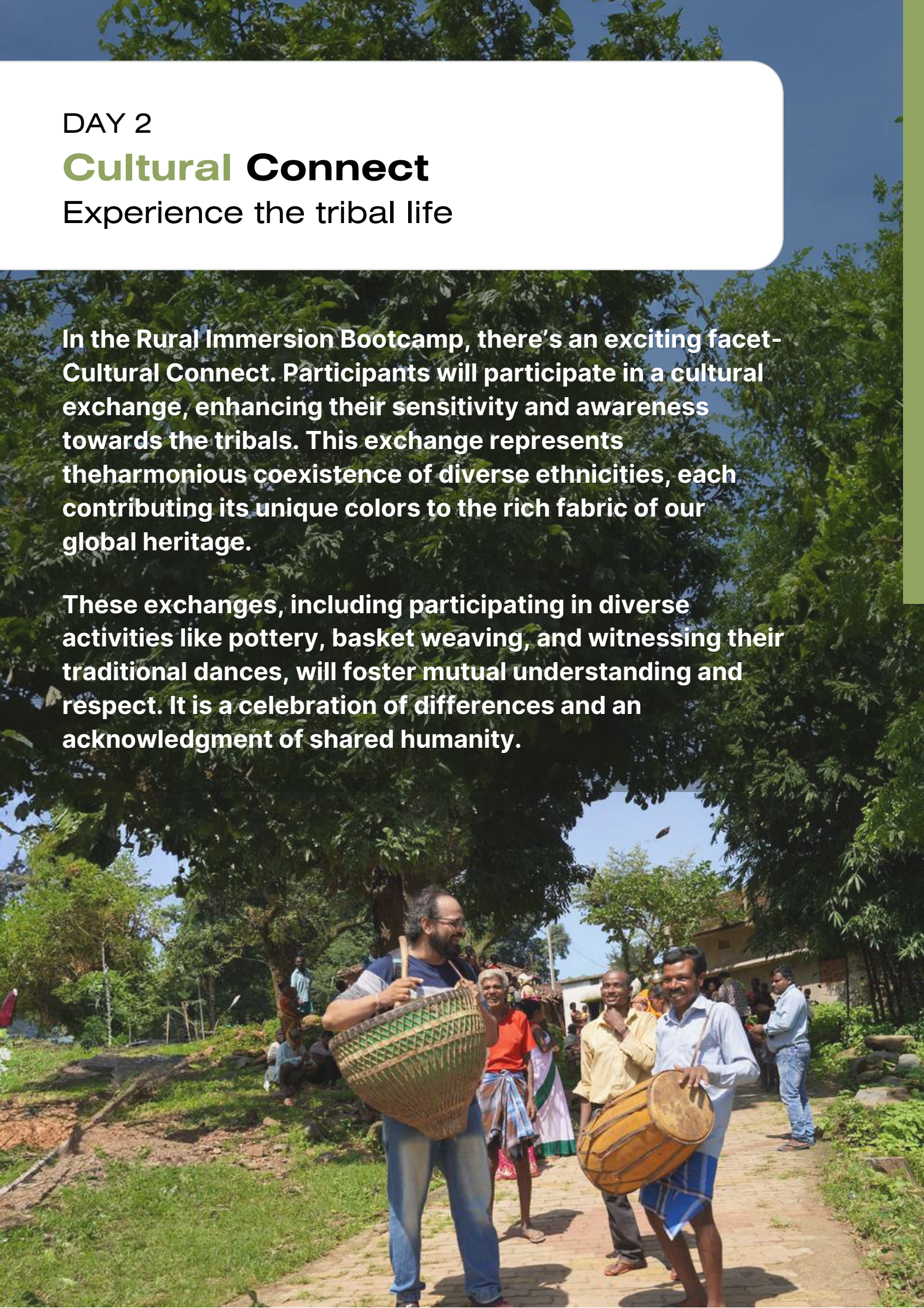
DAY 2

## **Cultural Connect**

Experience the tribal life

**In the Rural Immersion Bootcamp, there's an exciting facet- Cultural Connect. Participants will participate in a cultural exchange, enhancing their sensitivity and awareness towards the tribals. This exchange represents the harmonious coexistence of diverse ethnicities, each contributing its unique colors to the rich fabric of our global heritage.**

**These exchanges, including participating in diverse activities like pottery, basket weaving, and witnessing their traditional dances, will foster mutual understanding and respect. It is a celebration of differences and an acknowledgment of shared humanity.**



DAY 3

## Rasabeda Visit

Ideate, Innovate, Implement

Rasabeda village, nestled in a forested region, grapples with numerous challenges. Its school lacks infrastructure, hindering education, while limited financial knowledge results in spending on alcohol instead of essentials. Health issues persist due to waterborne diseases, and unpredictable income sources lead to economic uncertainty. The market, though vital, exposes villagers to exploitation. Rasabeda faces pressing issues requiring sustainable development and improved living conditions.

On the 3rd day, the young changemakers will visit the Rasabeda village. The visit will occur via a private bus departing and returning to the IIM Ranchi Campus. The village is 45 km away and a 30-minute trek after the bus ride.





DAY 4

## Pitching Solutions

### From Inspiration to Action

At the conclusion of their journey in Rasabeda, participants will present their innovative solutions to the challenges they've unearthed. A panel of experts will assess these solutions based on their practicality, potential impact, and scalability, with the top team receiving recognition for their achievements.

During the closing ceremony, participants will also receive certificates and have the opportunity to connect with fellow changemakers who share their passion for making a positive difference in the world.



# Opportunities and Details

## Join the Quest: Driving Social Change

The Young Changemakers Programme acknowledges the dedication and hard work of its participants. After completing the four-day boot camp, the participants will earn a **Programme Participant Certificate** to recognize their innovative ideas for solving social problems in rural areas and to establish them as social changemakers.

The top performers will receive a **Programme Laureate Certificate**. Distinguished performers will also receive mentoring on their solutions' implementation scope and viability to effectively prepare them to become actionable social changemakers. In addition, IIM Ranchi will also offer a certificate stating the completion of about 20 potential hours of **community service**.

### Eligibility

The program is open to students of all academic backgrounds currently enrolled in high school, or any equivalent program.

### Programme Fees

The programme fees are **INR 4999**. Accommodation at the IIM Ranchi campus and full meals for all 4 days will be provided. Transport for the village visit is also included and will occur via a private bus departing and returning to the IIM Ranchi Campus. All the proceeds will go to assist the Rasabeda Community.



# Application Process

Join Forces, Shape Tomorrow Today

## September 27: Applications Open

This would include personal details and a well-thought-out Statement of Purpose (SOP) outlining their aspirations, goals, and reasons for wanting to be a part of the YCP program. This is their opportunity to showcase their passion and commitment.

## November 8: Application Deadline

## November 10: Evaluation Component: Quiz

This quiz is designed to assess their critical reasoning skills, situational decision-making abilities, and awareness of current affairs. Topics for the quiz will be based on real-world scenarios, and it will challenge their ability to think critically and make informed decisions.

## Evaluation Component: Interview

Shortlisted candidates will be notified for interview rounds where they'll have the chance to discuss their SOP and their potential contributions to the program.

## Final Results Released

Successful candidates will be informed of their selection status. This step marks the culmination of the rigorous selection process.

## December 21: Reporting at IIM Ranchi for YCP

Participants must make arrangements to report to IIM Ranchi on this date to embark on their YCP journey.



# Indian Institute of Management Ranchi

All the proceeds will go to assist the Rasabeda Community.



**Register Online:**

<https://iimranchi.ac.in/p/ycp.html>

✉ [ycp@iimranchi.ac.in](mailto:ycp@iimranchi.ac.in)

☎ 9084427655, 8793431672

## IIM Ranchi Permanent Campus



Prabandhan Nagar, Nayasarai Road,  
Near DAV Alok Public School,  
Pundag Rd, Ranchi 834 004,  
Jharkhand, India

