

# IIM Ranchi Hosts Soul Carnival

## **IIM Ranchi breaks the norm with the inaugural Soul Carnival**

PNS : RANCHI

In an inspiring departure from the traditional perception of business schools as bastions of profit, the Indian Institute of Management Ranchi (IIM Ranchi) is proud to announce the launch of the Soul Carnival. This event promises to redefine the ethos of business leadership and community engagement. Scheduled for February 18, 2024, this pioneering initiative is organised by IIM Ranchi's Social Impact Committee and Happiness Centre, underscoring the institution's commitment to nurturing leaders who are as compassionate as they are competent. At its core, the Soul Carnival celebrates the human spirit, embodying the principles of trust, generosity,

and collective welfare. The event invites students to set up and manage a variety of stalls, ranging from mouth-watering food offerings like pancakes and lemonades to engaging game booths such as darts and ring toss. However, what sets this year's Soul Carnival apart is reliance on the Trust Economy model – a radical yet resonant approach where transactions at stalls are not fixed by price tags but are left to the discretion and generosity of patrons; the birth of this revolutionary concept was inspired by service space movement of kindness and generosity happening globally. The Soul Carnival aims to showcase individuals' inherent goodness and trustworthiness in a world often marred by scepticism and transac-

tionality. Patrons are encouraged to pay what they feel is fair or even pay it forward, covering costs for future participants. This model fosters a sense of community and shared joy and serves as a live experiment in the power of empathy and altruism in driving economic exchanges.

Event organisers remarked, "The Soul Carnival is not just an event; it's a statement. It's about demonstrating that the future of business lies in empathy, trust, and social responsibility. We at IIM Ranchi are committed to producing leaders who are not just business-savvy but also heart-forward. This carnival is a testament to our belief that miracles can happen when communities unite, anchored in trust and generosity."

# Edex Live

## IIM Ranchi

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## IIM Ranchi's Soul Carnival: A testament to trust, generosity, and social impact

The event also represents a call to action, inviting people from all walks of life to experience the joy of giving, the warmth of community, and the potential of a trust-based economy

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IIM Ranchi | (Pic: IIM Ranchi)

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**<https://www.edexlive.com/news/2024/feb/17/iim-ranchis-soul-carnival-a-testament-to-trust-generosity-and-social-impact-40367.html>**

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# IIM Ranchi hosts Soul Carnival: Here's all that students enjoyed

Soul Carnival 2024 was a platform for cultural exchange and social engagement. Workshops, performances, and interactive sessions allowed participants to connect, learn, and express themselves...



The atmosphere at IIM Ranchi | (Pic: IIM Ranchi)

The Indian Institute of Management (IIM) Ranchi hosted its unique Soul Carnival 2024 on Sunday, February 18, transforming a designated campus

area into a vibrant Soul Zone that celebrated community, creativity, and kindness, stated a press release from the institute.

This year's event adopted a distinct approach, fostering an atmosphere of trust and shared goodwill through a trust economy.

Deviating from conventional market models, Soul Carnival 2024 eschewed fixed prices. Stall owners, IIM Ranchi volunteers, offered their diverse array of handcrafted items, culinary delights, musical performances, and engaging activities without any monetary expectations.

Instead, participants were encouraged to contribute what they deemed fair, with the collected funds reinvested into the carnival's operations or future community initiatives.

This innovative format transcended mere economic transactions, prioritising empathy and connection. Visitors engaged in meaningful interactions with stall owners, fostering a sense of belonging and shared purpose. The trust economy model proved successful, prompting spontaneous acts of generosity and fostering a spirit of collaboration.

The Soul Carnival was not just about celebrating creativity and community but also about exploring alternative economic models that emphasise trust and goodwill. The event served as a testament to the human spirit's capacity for empathy and connection and witnessed such a positive response from participants.

<https://www.edexlive.com/news/2024/feb/19/iim-ranchi-hosts-soul-carnival-heres-all-that-students-enjoyed-40384.html>

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