

INDIAN INSTITUTE OF MANAGEMENT RANCHI



INNOVATE & IMPACT PROGRAMME

Igniting young minds to think,
create, and lead through
innovation and entrepreneurship



#18 NIRF
RANKING
2025



ABOUT THE PROGRAMME

Overview

The Innovate & Impact Programme is a transformative 1.5-days intensive workshop designed for school students to discover their entrepreneurial potential. Students will learn to identify opportunities, develop business ideas, understand basic business models, and pitch their concepts with confidence.

This immersive experience combines theory with practice, enabling students to develop real business ideas while learning from IIM Ranchi faculty and experts. By the end of the programme, participants will indulge in creating their own business model and presenting it to a panel of experts.

Programme Objectives



Think Like an Entrepreneur - Develop an entrepreneurial mindset, identify traits of successful entrepreneurs, and learn from inspiring young business leaders



Identify Real Opportunities - Spot business opportunities in everyday challenges using structured ideation techniques and customer-centric thinking



Solve Problems Creatively - Apply Design Thinking methodology to create human-centered solutions through empathy, prototyping, and rapid testing



Build Viable Business Models - Understand revenue streams, cost structures, and key resources to create sustainable business plans using the Business Model Canvas



Lead and Manage Teams - Learn fundamentals of team building, leadership, role distribution, and basic business operations for startups



Pitch with Confidence - Master the art of persuasive communication and deliver compelling 3-minute pitches that grab attention and inspire action



Network and Collaborate - Connect with like-minded young aspiring entrepreneurs and build lasting relationships

KEY HIGHLIGHTS

Each participant receives IIM Ranchi certificate upon successful completion of the programme



IIM Ranchi Certification

Best Pitch Award



Present your business idea to experts

Work in teams, build prototypes, and create real business models



Hands-On Learning

Expert Mentorship



Learn from IIM Ranchi faculty

Master the innovation framework



Design Thinking

Complete Resource Kit



Access course materials, templates and case studies

Includes lunch and refreshments for both days



Experience

Alumni Network



Join the community for continued learning, mentorship, and collaboration opportunities

ELIGIBILITY CRITERIA

Age Group: 16-20 years

Academic Qualification: Must have passed Class 10 or equivalent examination

THIS PROGRAMME IS PERFECT FOR ---

- Students curious about entrepreneurship and innovation
- Aspiring young entrepreneurs interested in starting their own ventures
- Problem-solvers passionate about solving real-world challenges
- Future leaders eager to develop business and management skills
- Students exploring career opportunities in business and startups
- Anyone with a business idea (even a rough one) and the drive to bring it to life

No prior business knowledge or experience required!

PROGRAMME STRUCTURE ---

TOPIC	SUB-TOPIC
Entrepreneurial Mindset	What entrepreneurship really means beyond just starting a business
	Traits and characteristics of successful entrepreneurs
	Inspiring stories of young Indian entrepreneurs
	Myths vs. reality about starting ventures
	Building the right mindset for success
Idea Generation and Validation	Structured techniques to generate innovative business ideas
	The Problem-Solution framework
	Understanding your customer deeply (Who are they? What do they need?)
	Identifying "pain points" that create opportunities
	Value proposition: "What makes your solution special?"
	Customer validation and market research basics

TOPIC	SUB-TOPIC
Design Thinking and Innovation	The 5-stage framework: Empathize → Define → Ideate → Prototype → Test
	Human-centered design approach to problem-solving
	Creating empathy maps to understand users
	Rapid prototyping techniques
	Testing and iterating based on feedback
	Real-world applications by leading companies
Business Model Canvas	Understanding the Business Model Canvas framework
	Key components: Customer segments, value proposition, channels, revenue streams
	Cost structure and resource planning
	How do businesses actually make money? (Instagram, YouTube, startups)
	Building your own business model
	Revenue vs. profit fundamentals
Pitching and Presentation	Structure of a 3-minute pitch: <ul style="list-style-type: none"> • Hook (grab attention) • Problem (what's the pain point?) • Solution (your idea) • Why you? (what makes it special?)
	Body language, confidence, and stage presence
	Handling Q&A from investors/judges

PEDAGOGY

The programme employs a dynamic mix of teaching methodologies:

- Interactive lectures and discussions
- Case study analysis
- Group activities and brainstorming sessions
- Hands-on workshops and prototyping exercises
- Role-playing and simulation games
- Peer learning and team projects
- Pitch presentations



ABOUT RANCHI

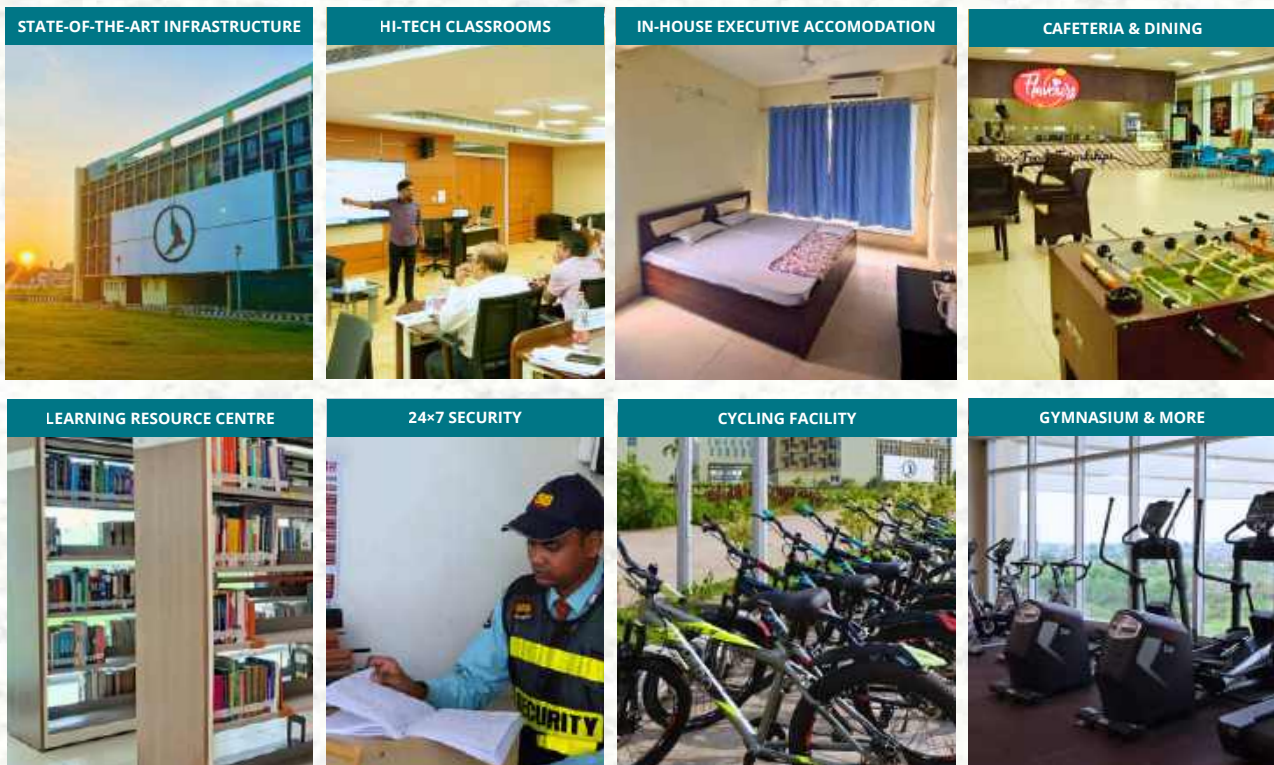
Ranchi is the capital city of Jharkhand and is endowed with rich biodiversity and diverse landscapes. Popular destinations around Ranchi are Patratu Valley, Dassam, Hundru, and Jonha Falls, Tagore Hill, Getalsud, Kanke and Dhurwa Dams, Deori, Jagannath and Pahari Mandirs.

ABOUT IIM RANCHI

The Indian Institute of Management Ranchi (IIM Ranchi) was established under the Government of India in December 2009 and commenced classes in July 2010. IIM Ranchi's journey has been marked by key milestones, including the achievement of AMBA accreditation, recognition with the prestigious 4 Palmes of Excellence in the EDUNIVERSAL Best Business Schools Ranking, and securing the 18th position in the NIRF Rankings 2025 - reflecting its growing national and international stature. The institute offers a wide variety of academic programmes which includes MBA, MBA-HR, MBA-BA, IPM, PhD, EMBA, EPhD & Executive Education. Academic strength is supported by 80+ full-time faculty members across 9 academic areas, with 176+ research publications in the year 2024-25. The permanent at Prabandhan Nagar, Nayasarai, Ranchi, provides a conducive learning environment, complemented by a dedicated Executive Education centre in Hyderabad.



FACILITIES AT IIM RANCHI



SELECTION PROCESS

1. Visit the IIM Ranchi website: <https://iimranchi.ac.in/iip/>
2. Fill out the online application form, which includes a resume and a statement of purpose
3. Submit required documents (ID proof)
4. Receive confirmation email
5. Application scrutiny
6. Interviews of the shortlisted candidates
7. Final results
8. Payment of programme fee

PROGRAMME INVESTMENT

Programme Fee (for selected candidates):

- **INR 10,000/- including GST**, which covers refreshments, lunch for both the days and course materials.
- On campus accommodation (based on availability) for night stay, at extra cost, which includes dinner.

PARTICIPANTS' TESTIMONIALS



Manav Munavalli,
Innovate & Impact Programme - Batch 1



My experience at IIM Ranchi was truly exceptional. The faculty members were incredibly supportive and approachable, guiding us through every aspect of learning - from design thinking and communication to both soft and hard skills. I was particularly inspired by the Director's insightful session, where he shared valuable perspectives on IPMAT and the vision of IIM Ranchi. The campus is beautiful, serene, and well-maintained, creating an ideal environment for learning. What stood out equally was the warmth and hospitality of everyone on campus - including the security staff - who welcomed us with kindness and professionalism. Overall, it was a memorable and inspiring experience.



Mehar Udhvani,
Innovate & Impact Programme - Batch 1



The Innovate and Impact Programme has been one of the most insightful experiences I've had. The practical teaching approach helped me structure my thoughts and transform ideas into actionable plans. Beyond concepts, the programme reinforced powerful lessons - perseverance, resilience, and viewing failure as a stepping stone to success. A dedicated focus on decision-making in high-pressure and emergency situations was especially impactful, offering invaluable learning for aspiring entrepreneurs. It was truly a transformative experience.



Prithvijeet Mukherjee,
Innovate & Impact Programme - Batch 1



Attending the Innovate and Impact Programme at IIM Ranchi was a truly transformative experience. In just 1.5 days, I gained valuable insights into entrepreneurship and design thinking through highly engaging sessions. Learning about concepts like Blue Ocean and Red Ocean strategies, financial schemes, and real-world auditing cases made the experience both exciting and enriching. Beyond the classroom, exploring the beautiful campus and meeting inspiring peers made the programme even more memorable. It is a wonderful opportunity for every aspiring learner.



Kushagra Khare,
Innovate & Impact Programme - Batch 1



Participating in this programme gave me the invaluable opportunity to learn directly from the professors at IIM Ranchi. What stood out most was their ability to simplify complex concepts and make them accessible and engaging for everyone. The sessions were insightful, interactive, and intellectually stimulating. Beyond the classroom, the vibrant campus life and meaningful interactions with seniors added immense value to the experience. I would highly recommend this programme to anyone seeking a transformative learning experience, and I sincerely hope to return in the future.

PARTICIPANTS' TESTIMONIALS



Supriya Kumari,
Innovate & Impact Programme - Batch 2



Attending the 1.5-day Innovate and Impact Programme at IIM Ranchi was a truly enriching experience. Coming from an arts background, I gained exposure to areas I had limited familiarity with - especially the practical applications of AI, including foundational concepts like Java and HTML. The learning was accessible, engaging, and thoughtfully delivered. What made the programme especially impactful was the diversity of participants. Interacting with students from different regions created a dynamic, competitive, yet friendly environment that encouraged collaboration and growth. The professors were highly interactive and genuinely invested in our ideas. Beyond academic concepts, they emphasized the importance of simplicity and clarity in business and entrepreneurship - lessons that will stay with me. Overall, it was an insightful and memorable experience.



Sai Subrahmanya Prasad,
Innovate & Impact Programme - Batch 2



Attending the IIP programme at IIM Ranchi was a truly enriching experience. It challenged my existing beliefs and introduced me to new perspectives on business and problem-solving. The classroom sessions were interactive and engaging, encouraging active participation and critical thinking. The peer learning environment was equally valuable, as interacting with students from diverse backgrounds broadened my outlook. Overall, it was an insightful and inspiring experience.

BEST PITCH AWARD WINNERS



Vishwatej Baira

Innovate & Impact Programme - Batch 2




Kushagra Tiwari


Innovate & Impact Programme - Batch 2


CONTACT US

Programme Coordinator: Mr. Karan Sahu

 office.eec@iimranchi.ac.in

 +91-70045 58480

 **Indian Institute of Management Ranchi,**
Prabandhan Nagar, Nayasarai Road,
Ranchi - 835 303, Jharkhand

 <https://iimranchi.ac.in/iip>

