

Prayaas 3.0 themed 'Swasth Bharat' launched



The IIM Raipur students during the theme 'Swasth Bharat'.

■ Staff Reporter

RAIPUR, Nov 20

THE theme launch of Prayaas 3.0, the third edition of Indian Institute of Management (IIM) Raipur Marathon took place with gusto at Magneto The Mall in city on November 18.

Prayaas represents the year-

long effort of IIM Raipur at giving back to the society through various activities and initiatives that are aimed at community welfare and upliftment.

The Prayaas marathon is the centre piece of Prayaas and is organised annually in the city with the motive of creating awareness about a social cause. Prayaas

3.0 follows the success and legacy of its predecessors, Prayaas 1.0 and 2.0. Prayaas 1.0, held in February, 2017 was based on the theme of Swachh Bharat to spread the awareness and highlight the significance of maintaining cleanliness, hygiene and sanitation in the society. Prayaas 2.0 was organised the following year with

the theme of 'Beti Bachao, Beti Padhao'. Continuing the same tradition, the theme taken up for Prayaas 3.0 is 'Swasth Bharat' that seeks to motivate people to lead a sound and healthy lifestyle and to bring the community together to spread the ideals of the Swasth Bharat Abhiyan.

The theme launch witnessed a

massive footfall of 1000+ people including campus ambassadors from colleges across the city. The event primarily aimed at highlighting the theme for Prayaas 3.0 – "Swasth Bharat". It consisted of various games and challenges organized by the members of IIM Raipur as a promotional event for Prayaas. Children actively participated in the open Dancing and Singing contests, post which they were rewarded with goodies and chocolates. The theme launch also witnessed participation by elders in the crowd in the Puzzles and Shayari competition. Skipping and push-up challenges were also kept in line with the theme, in which there was a huge participation by the youth present in the crowd.

There was also an exhilarating and electrifying dance performance in form of Flash-mob which added to the thrill and enthusiasm of the crowd. Founders Anil Rawat and Kushboo Rawat. The event was a huge success and it was well received by the assembled crowd.