

IIM Raipur holds promotional event for Prayaas 3.0 at City Center Mall



An awareness programme being organised by IIM Raipur students at Magneto The Mall.

■ Staff Reporter

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INDIAN Institute of Management (IIM) Raipur, in association with Intrepln is all set out for Prayaas 3.0, the third installment of the Prayaas Marathon conducted annually. The student contingent from IIM Raipur conducted a promotional event for Prayaas 3.0 at City Center Mall at Pandri recently. Prayaas had invited people from all walks of life to run for a cause.

Prayaas 3.0 is centred on the theme, 'Swasth Bharat' that seeks to eradicate malnutrition and inspire people to adopt a healthy lifestyle. It also seeks to highlight the importance of building a robust and affordable healthcare infrastructure.

The awareness campaign was kickstarted by briefing the public about Prayaas 3.0 and its central theme. After this, several competitions relating to the theme were conducted and the public was encouraged to participate. The event comprised of several activities including skipping, push-ups and creating models from disposable cups. Adults and children equally showed great interest and enthusiasm while participating in these activities.

Activities like skipping and push-ups tested the physical fitness and agility of the participants. Throughout the event, the

Prayaas team from IIM Raipur inspired and cheered for the participants. It also evoked appreciation and applause from the gathered crowd. At the end of the event, participants were offered goodies that included t-shirts and chocolates.

This event was one among several promotional events organised periodically with the purpose of generating maximum awareness among the public about the benefits of staying fit and healthy. It also aims to encourage people to turn out in large numbers and support the cause of 'Swasth Bharat' through their active participation in the Prayaas 3.0 marathon to be held on 23rd December in the city.

The event was highly successful in creating awareness for Prayaas 3.0 and capturing the attention of the shopping crowd at the mall.

During the event, quite a significant number of people registered for Prayaas 3.0 marathon. This showed their willingness to support and participate in the marathon and contribute to the noble cause of bringing positive social change.

The promotional campaign ended on a high note with approval and appreciation from the public for the initiative taken by IIM Raipur to make Prayaas 3.0 a channel for spreading awareness about the important issue of good health and well-being.