

Rubanomics: An Enterprise for Inclusive Growth

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Mysore: There is an emerging breed of rural youth bubbling with entrepreneurial spirit and with access to the latest technological gadgets. They go by the name 'Rubans' - a truncation for Rural-Urbans - and are funded by SDM IMD Institution and Bangalore-based social enterprise Head Held High (HHH).

The initiative is an effort to address the needs of the rural populace and help integrate them with the mainstream society in order to create an inclusive growth environment.

HHH conducts a survey 'Rubanomics' to study the changing rural dynamics of economies. It builds business models that target the new Rural-Urban population.

SDM IDM Institution

creates a platform for the academia to engage with rural talent, entrepreneurs, consumers and communities through summer projects, case studies and workshops. It aims to make Rubanomics a part of the mainstream, not only in academic circles but also in the corporate world.

SDM IMD Director Parasuraman said that the institution was committed to including rural development,

social exposure and ethics in the curriculum for management students.

"Our focus is on exposing and sensitising our budding managers to social reality. This initiative will help them engage with the Rubans and create an inclusive growth environment," he said.

The institute has brought out a special publication called 'RubanEye,' which contains articles, papers

and project reports on rural and social economics.

HHH chairman Madan Padaki said that Rubanomics will help unleash untapped talent and entrepreneurial spirit. As part of the initiative, a six-month residential training programme was provided for around 800 Rubans and around 90 per cent of the participants have got appointments in service companies in and around Mysore.