



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

Deemed to be University U/S 3 of the UGC Act, 1956

SCHOOL OF RURAL MANAGEMENT

Transformative Education, Infinite Possibilities

 www.ksrm.ac.in



Your Journey to Excellence Begins Here!

MBA
IN
RURAL MANAGEMENT

MBA
IN
AGRIBUSINESS MANAGEMENT



KISS & KIT CONVENTION CENTRE



Welcome to KIIT Deemed to be University

Established U/S 3 of UGC Act, 1956

Home to over 40,000 students from across the globe, all drawn to our exceptional programs, cutting-edge research, and unparalleled opportunities for personal and professional growth. At KIIT, we believe that education should be a transformative experience, empowering students to make a positive impact on the world. We are committed to providing the resources, support, and guidance needed to turn that vision into reality. The university has been conferred the Sportstar Award and FICCI India Sports Award for the promotion of sports and we are proud to have 11 Olympians pursuing their education at KIIT.



KIIT-25 years of providing Exceptional Educational Experience



Distinctive Facilities Defining KIIT Experience

30

*World Class
Campuses*

2,500+

*Faculty &
Researchers*

35k+

Students

18

*Sports complexes
including international
standard Sports Stadiums*

65+

*Countries where KIIT
has presence*

25

*Sq. km. Academic
Township*

30

Food Courts

11

*Students are
Olympians*

2600+

*Bedded Multi Specialty
Hospital*

10

*Auditoriums, 30
Conference Halls, 15
Seminar Halls and 20
Open-air Theatres,*

5k+

*Seating Capacity
of Largest
Auditorium*

25

*Libraries in 25
Campuses + 10 Storey
Central Library*



Our Founder



Dr. Achyuta Samanta is a Member of Parliament in Lok Sabha and the founder of two remarkable institutions - Kalinga Institute of Industrial Technology (KIIT) and Kalinga Institute of Social Sciences (KISS). His life journey is a remarkable tale of perseverance and determination, rising from the depths of poverty and deprivation to become a beacon of hope and inspiration for millions. His accomplishments have etched him into the annals of history, and his contributions in various fields have left an indelible mark on society. His institutions, KIIT and KISS, are more than just buildings and classrooms; they are testaments to his vision and unwavering commitment to empowering the underprivileged and marginalized communities.

Empowering Change Agents



What is Inside

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- **The KSRM Edge**
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- **Excellent Placement Record**
- **Student Life**
- **Career Services**
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Fostering

Career Excellence



MESSAGE FROM

CHAIRPERSON (Admissions)



KIIT School of Rural Management (KSRM) nurtures young graduates with appropriate knowledge, skills, values, and attitudes for inclusive growth and a sustainable rural economy. Moreover, it imparts leadership qualities in students to catalyse a positive impact on society and business platforms. The school has been putting its sincere efforts to contribute to policy formulation and reform through research and dissemination. The school is committed to foster the philosophy of our honourable Founder Prof. Achyuta Samanta to focus on the section of population who are not able to take care of themselves.

Students from different parts of the country and abroad, and diverse academic background through study group and sub-group processes facilitate cross-learning and enrich their all-round progress. Experiential learning with adequate time in field experimentation is one of the key features of both flagship programmes, viz. MBA (Rural Management) and MBA (Agribusiness Management). Adapting attitude of our students to the challenging issues in both development and business fields is another feature. Grooming of students by the well-qualified faculties with adequate industry experience, world-class infrastructure, and multi-stakeholder networking enables them to make their appropriate professional decision.

Students' interaction with the well-connected alumni of the school, the industry experts, and the partner organizations from development and business sectors through guest lectures, conclaves, research, counseling and internships update about the emerging challenges and frontiers of development.

With this, I vouch for the relevance and integrity of the academic programmes such as MBA (Rural Management) and MBA (Agribusiness Management) of KSRM and invite young graduates to participate in these transformative programmes and cherish symbiotic possibilities.

Prof. Damodar Jena

Chairperson (Admissions), KSRM

KSRM VISION

Use knowledge driven approach to become a leading global academic institution in the field of Rural Management & Agribusiness Management



KSRM MISSION

- Nurturing professional managers with the necessary knowledge, skills, values and attitude
- Instilling leadership qualities in students to bring about a positive impact on society and business
- Catalyzing the process of holistic and sustainable rural development and minimizing rural urban divide
- Maintaining a knowledge hub to aid policy formulation through research and dissemination





KSRM at a Glance

The KIIT School of Rural Management (KSRM), part of KIIT Deemed to be University in Bhubaneswar, was inaugurated on November 20, 2006, by Dr. Verghese Kurien, the Father of the White Revolution, and Dr. Achyuta Samanta, the Founder of KISS and the KIIT group of institutions. It was established to address the professional needs of rural organizations, voluntary sectors, and corporations interested in the rural economy. KSRM later introduced an Agribusiness curriculum to provide a comprehensive understanding of India's agriculture and food policy, as well as the intricacies of agriculture finance, food marketing, and commodities markets. KSRM's flagship programs, MBA in Rural Management and MBA in Agribusiness Management, are highly regarded in the country for preparing future managers with specialized skills that go beyond general management.



Why **KSRM**?

18

Years of
Excellence

15

KIIT All India Rank
(NIRF 2023)

350+

Partner
Organizations

3

Experiential Learning
Field Segments (RM)

4

Experiential Learning
Field Segments (ABM)

13.5 LPA

Highest Package
(2022-24 Batch)

2

National Conclaves
Annually

18+

Experienced
Faculty

60+

Recruiters



“

The fusion of experiential learning and industry-focused pedagogy played a pivotal role in paving the way for me to secure my dream job.

Sagar Bhartiya

MBA (Rural Management)
Placed at: **ITC**



“

KSRM conducted regular aptitude tests, mock GDs, and PIs. This helped me immensely during the placement process.

Mahima Soni

MBA (Rural Management)
Placed at: **PRADAN**



“

The agribusiness management program emphasizes leadership development. I learned about effective communication, team management, negotiation, and strategic thinking from regular classroom activities and from the internship programs.

Asutosh Biswal

MBA (Agribusiness Management)
Placed at: **Adani Wilmar**



“

I am thankful to the school for giving me the opportunity to step into the business world.

My journey has been enriched with a wealth of knowledge and hands on experience in the corporate world, thanks to the opportunities provided by this institution.

Abhijit Tripathy

MBA (Agribusiness Management)
Placed at: **VNR Seeds**



The KSRM **Edge**



**Qualified & Experienced
Faculty**

Progressive Learning

**Unique Curriculum &
Pedagogy**

**Partnership & Focus on
Experiential Learning**

**Robust Industry
Engagement**

**KIIT-Kareer
School**



WE CHALLENGE OUR STUDENTS TO THINK DIFFERENTLY

At KSRM, a vibrant and dynamic learning environment is fostered through a two-way educational experience. Here, students are not only guided by world-class instructors but also enriched by the diverse backgrounds and perspectives of their dynamic peer group. A deliberately crafted program seamlessly integrates large-format classes, intimate sections, and carefully curated study groups to form an optimal setting for both personal and professional development. Within this collaborative and supportive community, students experience exponential learning and growth.

KSRM's *Learn*, *Embrace* and *Evolve* structure ensures that students seamlessly fit into any role they are assigned on the job

This is achieved by a mix of out of classroom learning, role plays, business simulation, live consultancy projects, seminar interaction with business leaders, a structured summer internship, regular workshops, club activities, research undertaken by students and jointly working with the industry through partnership and tie ups.



LEARN



EMBRACE



EVOLVE



Being FUTURE READY PROFESSIONALS

LEADERSHIP
& TEAM
MANAGEMENT
SKILLS

FINANCIAL
ACUMEN

AGRI. &
DEVELOPMENT
ORIENTATION

NETWORKING
SKILLS

ENVIRONMENT &
SUSTAINABILITY
FOCUS

Our students embody the enthusiasm of future ready professionals, equipped with a powerful blend of technical expertise, exceptional interpersonal skills, adaptability, and a steadfast commitment to fostering sustainable and inclusive development. They are poised to not just survive but excel in the ever evolving realm of Agribusiness and Development.

INNOVATIVE
& ENTER-
PRISING

EMPATHY &
CULTURAL
SENSITIVITY

ETHICAL
AND SOCIAL
RESPONSIBILITY

GLOBAL
PERSPECTIVE

ADAPTABILITY

TECHNO-
LOGICAL
PROFICIENCY

PROBLEM-
SOLVING
SKILLS

MBA IN RURAL MANAGEMENT





Semester I

- Micro Economic Analysis
- Accounting for Managers
- Rural Production and Livelihoods
- Quantitative Techniques
- Rural Society and Polity
- Development Research Methods
- Managerial Analysis and Communication
- Marketing Management
- Development Perspectives

Field Segment: Action Research Segment (ARS)

Semester II

- Macro Economic Analysis
- Finance for Managers
- Marketing Research
- Organizational Behavior
- Management Information Systems
- Strategic Marketing
- Natural Resource Management and Climate Change

Field Segment: Case Study Segment (CSS)

Semester III

- Policy and Programme Interventions for Rural Development
- Development Theory and Practice
- Rural Finance and Commercial Banking
- Management of Co-operatives & FPOs
- Project Management
- Agri-Business Management
- Optionals:**
 - Micro Finance
 - Rural Marketing
 - Commodity Trading and Marketing
 - E-Business for Rural Enterprises
 - Operations Research
 - Agri. Input Marketing

Field Segment: Management Traineeship Segment (MTS)

Semester IV

- Human Resource Development
- ICTs for Development
- Sustainable Development
- Strategic Management
- Legal Environment and Business Ethics
- Innovation in Rural Development and Enterprises
- Yoga and Human Consciousness
- Optionals:**
 - CSR Management
 - International Trade in Agriculture
 - Strategic Interventions in Development Organizations
 - Procurement and Supply Chain Management
 - Managing Agricultural Value Chains

KSRM's dynamic two year MBA (Rural Management) program doesn't just educate it propels dedicated and talented students into the realm of leadership and entrepreneurship. Here, individuals from diverse economic and academic backgrounds are empowered, honing their skills to become proactive corporate citizens capable of creating positive transformations in rural communities. This transformative program opens doors to thrilling and specialized careers in the development sector, corporate landscape, and government organizations, providing recent graduates with the opportunity to become influential catalysts for change in rural societies.

MBA (RURAL MANAGEMENT)

Curriculum

02 years full time

04 semesters

93 credits in total

29 core courses

08 electives

Differentiating Component

03 Field Exposures

- Action Research Segment (ARS)
- Case Study Research Segment (CSS)
- Management Traineeship Segment (MTS)



EXPERIENTIAL LEARNING THROUGH FIELD EXPOSURE



Action Research Segment (ARS) - 40 Days of Field Exposure to Village Studies



Case Study Research Segment (CSS) - 50 Days of Field Exposure to Focused Case writing



Management Traineeship Segment (MTS)- 60 Days of Field Exposure to Holistic Managerial Orientation

Advantage of Unique PROGRAMME STRUCTURE



Better Placements / Preplacement Offers

Resulting Competitive Edge

- Superior Industry Relevance
- Improved Execution Focus
- Elevated Strategic Thinking
- Holistic Sectorial Overview
- Enhanced Versatility and Adaptability
- Ethical Orientation
- Improved Stakeholder Focus
- Greater Networking

Nurturing Inputs

- Action Research Segment (ARS)
- Case Study Research Segment (CSS)
- Management Traineeship Segment (MTS)
- Skill Enhancement through Clubs and Societies
- Alumni Mentorship
- Conclaves
- Village Studies
- Guest Talks
- KIIT-Kareer School

MBA (Rural Management)

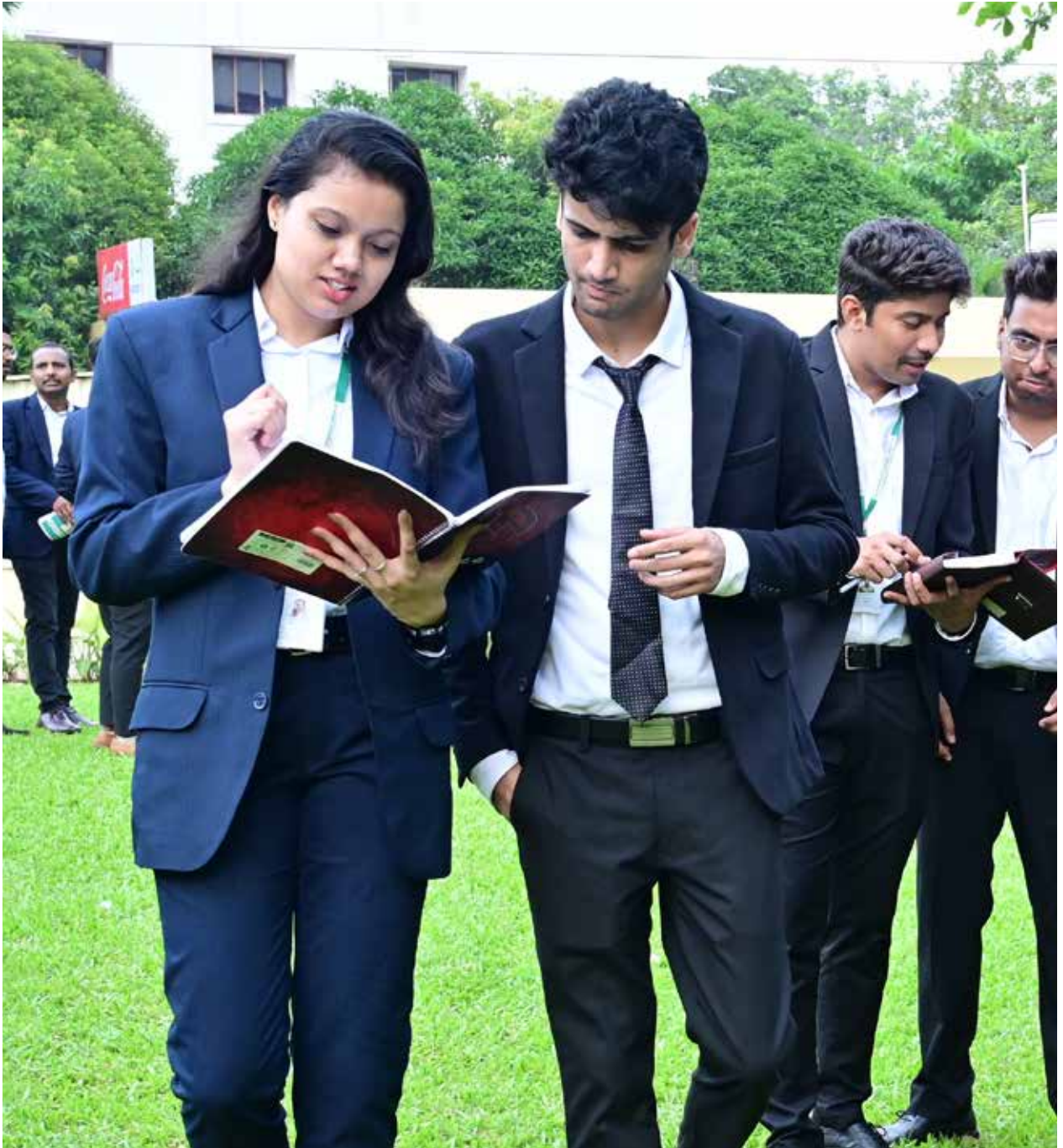
GATEWAY TO EXCITING CAREERS IN:



MBA

IN

AGRIBUSINESS MANAGEMENT





Semester I

- Micro Economic Analysis
- Accounting for Managers
- Rural Production and Livelihoods
- Quantitative Techniques
- Marketing Management
- Development Perspectives
- Managerial Analysis and Communication
- Organizational Behaviour
- Basics of Agriculture for Managers

Field Segment: Rural Immersion

Semester II

- Macro-Economic Analysis
- Sales and Distribution Management
- Rural Marketing Communication and Product Management
- Marketing Research
- Agri input Marketing
- Agri finance and Commercial Banking
- ICT in Agriculture & e-Business
- Procurement and Supply Chain Management
- Financial Management
- Business Analytics

Field Segments:

• *Live Project -I*

Summer Internship

Semester III

- Strategic Management- Microfinance
- Agri warehousing & Collateral Management
- Management of Food Processing Industries
- International Trade in Agriculture
- **Electives:**
 - Technology Interventions in Agriculture
 - Digital and Social Media Marketing for Agribusiness
 - Rural Marketing
 - Management of Cooperatives and FPOs

Field Segment: Live Project -II

Semester IV

- Legal Environment & Business Ethics
- Human Resource Management
- Project Management
- Emerging Trends & Policies in Agriculture
- Personality Development
- Yoga and Human Consciousness
- **Electives:**
 - Agriculture Entrepreneurship Management
 - Commodity Trading & Derivatives
 - Management Information System
 - Climate Change and Sustainable Agriculture

Agribusiness stands as a significant contributor to employment both in India and globally, encompassing activities from farm to consumer. This sector, spanning agricultural inputs, production, processing, distribution logistics, and marketing, offers extensive opportunities, particularly with the impact of liberalization and globalization.

MBA (AGRIBUSINESS MANAGEMENT) *Curriculum*

02 years full time

04 semesters

83 credits in total

30 core courses

04 electives

Differentiating Component

04 Field Exposures

- Rural Immersion Segment (RIS)
- Live Project (LP-1)
- Summer Internship Project (SIP)
- Live Project (LP-2)



Recognizing the need for trained managerial professionals in India's agribusiness sector, our school launched a 2 year full-time MBA in Agribusiness Management in the 2019 academic session. The program is designed to address current challenges and elevate the industry by equipping students with fundamental and analytical knowledge, alongside essential skills. Our aim is to cultivate a cadre of high-quality managers poised to unlock the sector's full potential.

EXPERIENTIAL LEARNING THROUGH INDUSTRY EXPOSURE



Rural Immersion Segment (RIS): 15 Days preliminary exposure to rural life&realities partnering with grassroot NGOs



Live Project (LP-1)



Live Project (LP-2)

Live Projects 1 & 2: Two 15 days' field sessions at predefined and identified specific industryrelated projects for scientific understanding through both secondary andprimary information



Summer Internship Project: 8 Weeks field exposure of problem solving where students apply their analytical anddecision making skills to specific project-based problems / challenges presented by Agro, rural business and development organisations

Advantage of Unique PROGRAMME STRUCTURE



Better Placements / Preplacement Offers

Resulting Competitive Edge

- Superior Industry Relevance
- Improved Execution Focus
- Elevated Strategic Thinking
- Holistic Sectorial Overview
- Enhanced Versatility and Adaptability
- Ethical Orientation
- Improved Stakeholder Focus
- Greater Networking

Nurturing Inputs

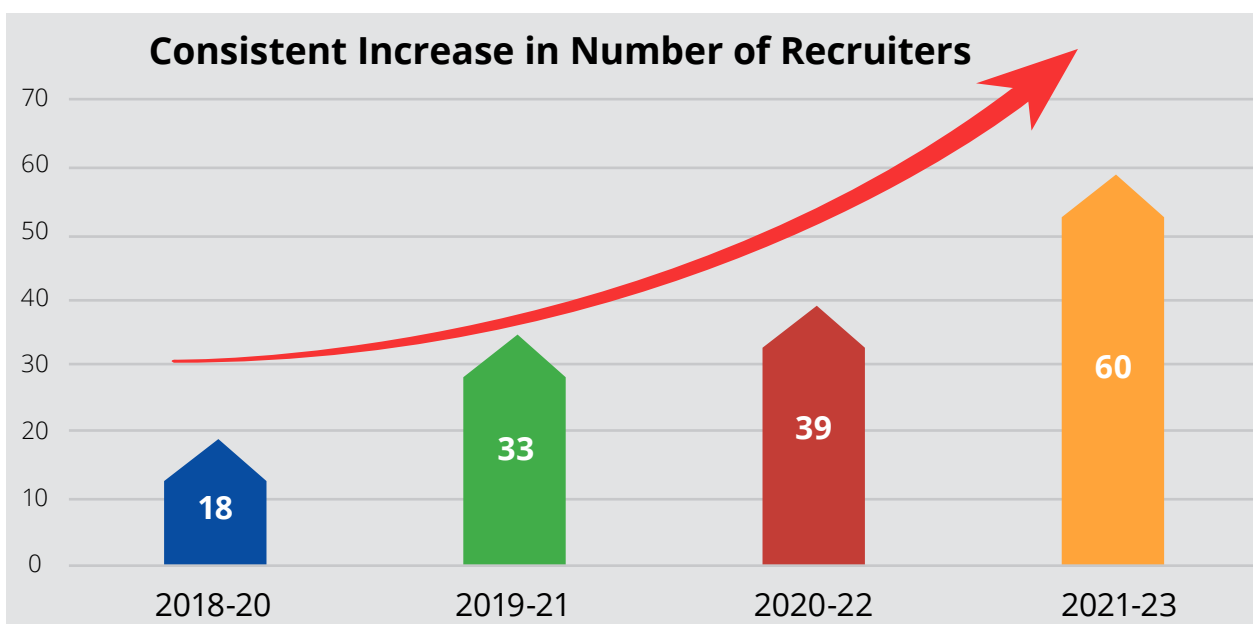
- Rural Immersion Segment (RIS)
- Live Project -1
- Live Project -2
- Summer Internship
- Alumni Mentorship
- Conclaves
- Industry Visits
- Guest Talks
- KIIT Career School

MBA (Agribusiness Management)

UNLOCK EXCITING
CAREERS IN :



EXCELLENT PLACEMENT RECORD



Placement & Internships

Organizations Participating in the Campus Recruitment **in the last few years**

Major Recruiters: KSRM's campus placements programme for each graduating batch aspires to provide meaningful and challenging professional career opportunities for students. Our placements involve a wide range of organizations from the commercial sector, state and central governments, non-governmental organization and multilateral agencies.

Here are some of the major recruiters of KSRM:

Agri-business and Food Processing

01. Adani Wilmar Ltd.
02. Bayer
03. Big Basket
04. BigHaat
05. DeHaat
06. Farm X
07. GCMMF (Amul)
08. ITC Ltd.
09. Licious
10. NAFED
11. National Collateral Management Services Ltd. (NCML)
12. National Dairy Development Board (NDDB) Dairy Services
13. BISK Farm
14. O Agri
15. Our Food
16. PAN Seeds
17. Reliance Retail Ltd.
18. TANMONDIAL Pvt. Ltd., Singapore
19. Seedworks International
20. Sinochem
21. VNR Seeds
22. Udaan
23. CP Foods- India
24. Dukes- India
25. Fertis India Private Ltd.
26. Milk Mantra
27. Nuziveedu seeds
28. Savannah Seeds

Banking and Microfinance

29. Bandhan Bank
30. Dvara E-Registry

31. Tata Capital
32. Annapurna Micro Finance Pvt. Ltd.
33. Aarohan Financial Services Ltd.
34. Bharat Financial Inclusion Ltd.
35. DCB Bank
36. ESAF Small Finance Bank
37. HDFC Bank
38. ICICI Bank
39. NABARD Financial Services Ltd.
40. Avanti Finance
41. RBL FinServe Ltd.
42. Samunnati
43. Satya Microcapital Ltd.
44. Satin Credit Care Network Ltd.
45. Svantra Microfin Private Ltd.
46. YES Bank
47. Seed Cap Finance
48. Utkarsh Small Finance Bank
49. Muthoot Finance

Government Development Organisations

50. Bihar Rural Livelihoods Promotion Society (JEEViKA)
51. Jharkhand State Livelihood Promotion Society (JSLPS)
52. Maharashtra State Rural Livelihood Mission (MSRLM)
53. National Handloom Development Corporation (NHDC)
54. Odisha Livelihood Mission (OLM)
55. Odisha Tribal Development Society (OTDS)
56. ORMAS

International Development Organisations

57. American India Foundation (AIF)
58. CARE India
59. ChildFund India
60. Syngenta Foundation
61. TechnoServe (TNS)
62. UNDP

Non- Government Development Organisations

63. Access Development Services Pvt. Ltd.
64. Aga Khan Rural Support Programme (AKRSP)
65. Ambuja Cement Foundation
66. APMAS
67. BAIF Development Research Foundation
68. Basix
69. DHAAN Foundation
70. Dilasa
71. Drishtee
72. CYSD
73. Foundation for Ecological Security (FES)
74. Gramin Vikas Trust
75. Harsha Trust
76. ITC (CSR)
77. Mrida Group
78. PRADAN
79. Reliance Foundation
80. Srijan
81. Tata Trust
82. Samarthan

Voices of **RECRUITERS**



“ The students from KSRM exhibit passion, diligence, and a strong understanding of the development sector and community. Any development agency would be happy to hire them. ”

Diganta Mohanty

Director of Programs | Trickle Up

“ They are industry ready with thought clarity & strong awareness about the Industry & Practices. ”

Indranil Sen

*Commercial Capability Manager
Bayer Crop Science Ltd.*



“ KSRM is a good institute producing hardworking professionals with good leadership and analytical skills and a strong will to make a change at grassroots level in the field of rural development. ”

Prafulla Behera

*Associate Practice Lead – Operation
TechnoServe*

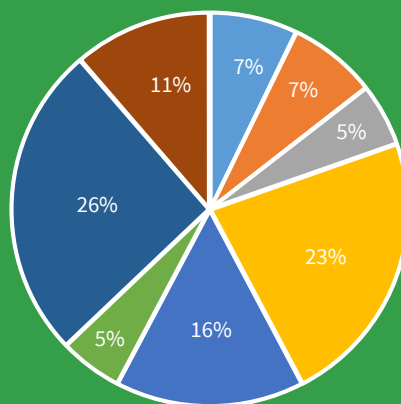
“ KSRM students are well aware with current scenario of industry practices along with high level of knowledge gain mind-set. Their performance post joining us is also much above the expectation level. I wish them all the very best for their future endeavours. ”

Sujit Saran

*Human Resources
Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank Ltd.)*







































Recruiters By Sector



- FPO & Startup
- Consulting
- CSR
- NGOs- International / Domestic
- FMCG
- Govt. agency
- Insurance & MFI
- Seed & Input

Major Recruiters

Life in
Campus



World-class Infrastructure



KSRM offers an unparalleled campus life with a diverse student body, providing enriching experiences through academic seminars, cultural festivals, and sports events. Students build strong connections through clubs and organizations, fostering personal and professional growth.

The campus features state-of-the-art facilities, including sports infrastructure, open-air theatres, auditoriums, and collaborative workspaces, promoting innovation and entrepreneurship. This dynamic environment enhances the MBA experience, creating lasting memories and networks.



Industry connect programs at KSRM are designed to bridge the gap between theoretical knowledge and practical application by providing students with exposure to real world industry experiences in the field of development as well as business management.



KONCLAVE @ KSRM:

Where Great Minds Converge
Unlocking Knowledge, Empowering
Connections: Conclaves for
Unparalleled Insights

Campus Culture

*Beyond the Books,
Unleash Your Brilliance:*

Transforming Leaders
through Extra-
Curricular
Excellence!



Strategic Career Enhancement Services

KIIT-Kareer School

Dedicated Central team Collaboratively formulating SMART goals to align individual strengths, professional aspirations, and industry trends

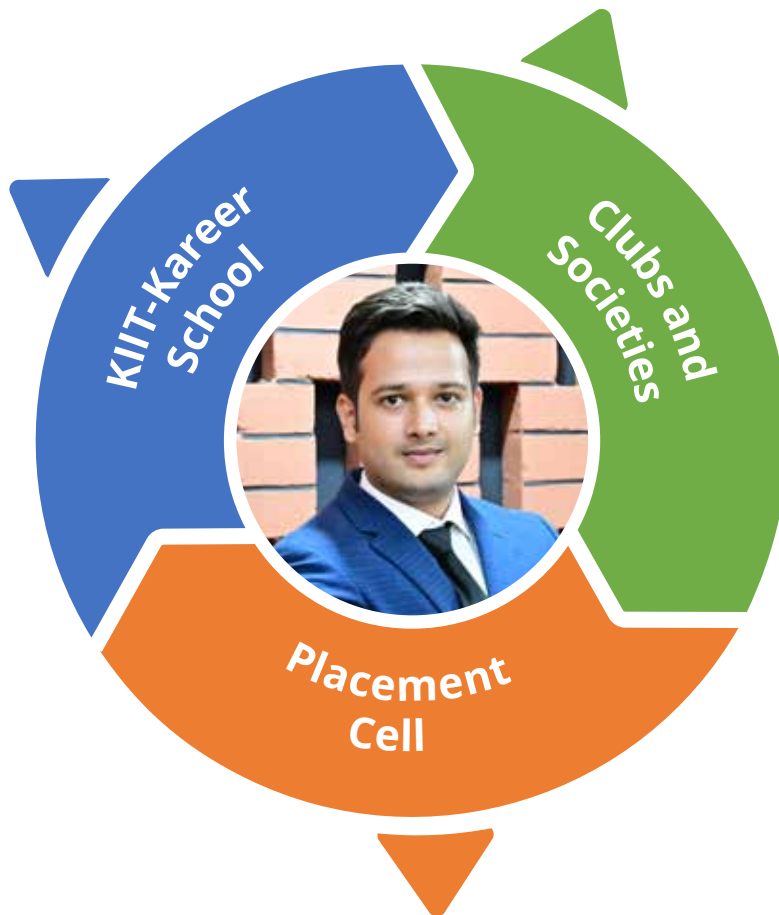
Support Activities

- Workshop on career strategies
- Training for psychometric tests, developing soft skills, aptitude and reasoning

Student Clubs & Societies

for Elevating Proficiency and Market Relevance

- Marketing club
- Media club
- Communication club
- Cultural club
- Entrepreneurship club
- NSS
- CSR
- Alumni society
- Newsletter Committee
- Conclave Committee



Placement & Internship Committee

Dedicated team to help Navigate the Employment Landscape with Precision

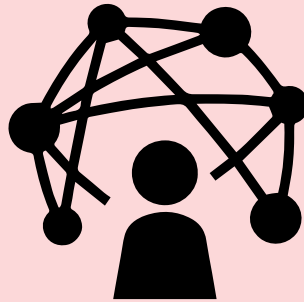
Support Activities

- Crafting impactful resumes, compelling cover letters, and online professional profiles.
- Mock interviews, GD sessions and constructive feedback
- Targeted job search leveraging strategic networking events, mentorship initiatives, and curated internships

LEVERAGING THE ALUMNI ADVANTAGE

Knowledge Sharing and Learning: Alumni bring their professional experiences, industry insights, best practices, real-world case studies and expertise back to the school community.

Brand Building and Reputation: Engaged alumni become brand ambassadors for their alma mater. Their success stories and achievements attract prospective students and employers.



Mentorship and Career Support: Alumni mentors provide guidance, advice, and support in career development, job search, and professional growth.

Networking and Collaboration: Offer valuable opportunities for internships, jobs, and partnerships.

Alumni Entrepreneurs

Over the years, a few KSRM Alumni have also become successful entrepreneurs. It is heartening that they continue to devote their energies to create value in the rural sector. KSRM has special focus on building entrepreneurship skills.

- **Ms. Akansha Sharma**
(2007-09)
Jaipuri Haat, Jaipur, Rajasthan
- **Mr. Binoda Jha**
(2007-09)
The Kosi, Supaul, Bihar
- **Dr. Lalit Kumar Mendhe**
(2007-09)
The Village-Café, Raipur, Chhattisgarh
- **Mr. Prashant Mishra**
(2010-12)
Thinline Pvt. Ltd, Mumbai, Maharashtra
- **Mr. Abhinav Amithabh Ahluwalia**
(2009-11)
Evolve Foundation
Dehradun, Uttarakhand &
Kissan Window Private Ltd.,
Dehradun, Uttarakhand
- **Mr. Pallab Das**
(2013-15)
PC Jewellers Ltd, Bhubaneswar,
Odisha

Faculty Profile: KIIT School of Rural Management



Prof. **Nishith Parida**, *Director*
B Sc Agriculture & AH
(G B Pant University, Pantnagar)
PGDM (IIM Ahmedabad)
Email: director@ksrm.ac.in



Prof. **Nirmal K Mandal**
PGDRM, IRMA, Anand, Gujarat
Current Interest: e- Governance,
Public policy, CSR, Innovations in
Rural development and Enterprises,
Sustainable development
Email: nirmal@ksrm.ac.in



Prof. **Ganesh H. S.**
Ph.D. from KIIT DU, Bhubaneswar.
PGDRM, IRMA, Anand, Gujarat.
Bachelor of Veterinary Sciences
(B.V.Sc.), UAS, Bangalore.
Current Interest: Quantitative
Techniques, DEA, Business Analytics,
Spreadsheet Modelling,
Project Management, Financial
Management and Accounts.
Email: hsganesh@ksrm.ac.in



Prof. **Debasish Mohapatra**
Ph.D. (Rural Management)
KIIT DU, Bhubaneswar
PGDRM (XIMB) Bhubaneswar
B.Sc (Agri) OUAT , Bhubaneswar
Current Intrests: Smart Agriculture,
Agribusiness, Community Institutions
and Value Chain, Climate Change and
NRM
Email: debasish.mohapatra@ksrm.ac.in



Prof. **Sukumar Dash**
MBA, University of Delhi
MA, University of Delhi
Current Interests: Supply
Chain, Sustainability,
Agri Cooperatives, Commodity Trading
Email: sukumar.dash@ksrm.ac.in



Prof. **Surendra Jena**
Ph.D and M.Phil (Social Anthropology),
Delhi University
Current Interests: Development Theory
and Practices, Social Institutions and
Structure, Tribal Studies, Ethnography,
Participatory Research, Community
Health and Nutrition, Social
Accountability, Local self-governance
and Decentralized Planning.
Email: surendra.jena@ksrm.ac.in



Prof. **Damodar Jena**, *Dean*
Ph.D. (Analytical & Applied Economics)
Utkal University; M.Phil. (Economics),
University of Madras; LLB, Utkal
University; FDP, IIM Ahmedabad
Current Interest: Climate Change,
Environment and Sustainable
Development; Disaster Risk and
NRM; Public Policy and Human
Development; Sustainable Agriculture
Email: damodarjena@ksrm.ac.in



Prof. **V Venkatakrishnan**
Ph.D. (Development Studies), ISEC
Bangalore, University of Mysore, 1999
Current Interest: ICT for
Development, e-Business,
Decentralized Governance,
Sustainable Livelihoods, and Rural
Development Policies
Email: venkat@ksrm.ac.in



Prof. **Prasanta Parida**
Ph.D. (Management) at Utkal
University, Bhubaneswar
Current Interest: Marketing Research
and Rural Marketing
Email: prasanta.parida@ksrm.ac.in



Prof. **Srilata Patnaik**
PGDRM, XIMB
Ph.D. (Rural Management) at Xavier
Institute of Management, Bhubaneswar
Current Interest: Sustainable Livelihoods,
Natural Resource Management, Public
Policy and Qualitative Research, Natural
Resource Management, CSR
Email: srilata@ksrm.ac.in



Prof. **Somnath Dutta**
Ph.D. (Pursuing) Strategic Management
MBM (IIT Kharagpur)
Bsc.Tech Textile Technology, University
of Calcutta.
Current Interest: Strategy, social
entrepreneurship, Marketing, branding,
Email: somnath.dutta@ksrm.ac.in



Prof. **Jyotiranj Gochhayat**
Ph.D. (IIT Kharagpur), M.Tech.
(Human Resources Development &
Management, IIT Kharagpur), B.Tech.
(Agricultural Engineering, OUAT)
Current Interest: Human Resources &
Organizational Behaviour, Leadership,
Workplace Well-beings
Email: jyotiranj@ksrm.ac.in



*Academically seasoned
and the corporate experienced*

FACULTY

KSRM's faculty comprises a diverse blend of both young and experienced individuals, combining academic expertise with corporate experience. Faculty members actively engage with students beyond the academic realm, participating in mentoring and club activities.

KSRM cultivates a thriving relationship between its faculty and students, creating an environment that nurtures the exchange of ideas, collaborative projects, the expansion of intellectual contributions through publications, participation in conferences, and delivering paper presentations. Beyond the typical class timetable, faculty members also lead workshops for students and take on roles as judges in various student activities.



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF RURAL MANAGEMENT

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