



**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](http://www.ksrm.ac.in)



Embark on Excellence – It Begins Here!

**MBA**  
IN  
**RURAL MANAGEMENT**

**MBA**  
IN  
**AGRIBUSINESS MANAGEMENT**

# POISED FOR SUCCESS







# 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 produced 23 Olympians.

**A++ Grade**  
Accredited by NAAC

**601-800**  
THE World University Rankings 2024

**15<sup>th</sup>**  
Among Indian Universities  
Ranked by NIRF, Govt of India

**Ranked 1**  
Top Rank among the  
private Higher Education  
Institutions

**Tier 1**  
Accreditation  
Washington Accord

**IAS 2020**  
IAU - INTERNATIONALIZATION  
STRATEGIES ADVISORY  
SERVICE

Badge by  
IAU

**ARIIA**  
ANNUAL RANKING OF INSTITUTIONS  
ON INNOVATION ACHIEVEMENTS

MoE  
Ministry of Education  
Government of India

**NBA**  
NATIONAL BOARD  
OF ACCREDITATION

**IAU**  
INTERNATIONAL  
ASSOCIATION OF  
UNIVERSITIES



# KIIT-26 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

### **Prof. (Dr) Achyuta Samanta** Visionary Educationist and Philanthropist



Prof. (Dr) Achyuta Samanta is the founder of the Kalinga Institute of Industrial Technology (KIIT), serving 40,000 students, and the Kalinga Institute of Social Sciences (KISS), which provides free education, healthcare, and vocational training to 80,000 underprivileged tribal students. His initiatives address critical social issues like illiteracy, malnutrition, and trafficking etc. He also established the Kalinga Institute of Medical Sciences (KIMS), featuring a state of the art hospital. Prof. (Dr) Samanta, has received 60 honorary doctorates, making him the Indian with the most honorary degrees and prestigious awards, including the ISA Award for Service to Humanity. In leadership, he has served as President of the Volleyball Federation of India and as an elected member of both the Rajya Sabha and Lok Sabha. His life exemplifies the transformative power of education and individual dedication in driving meaningful societal changes.

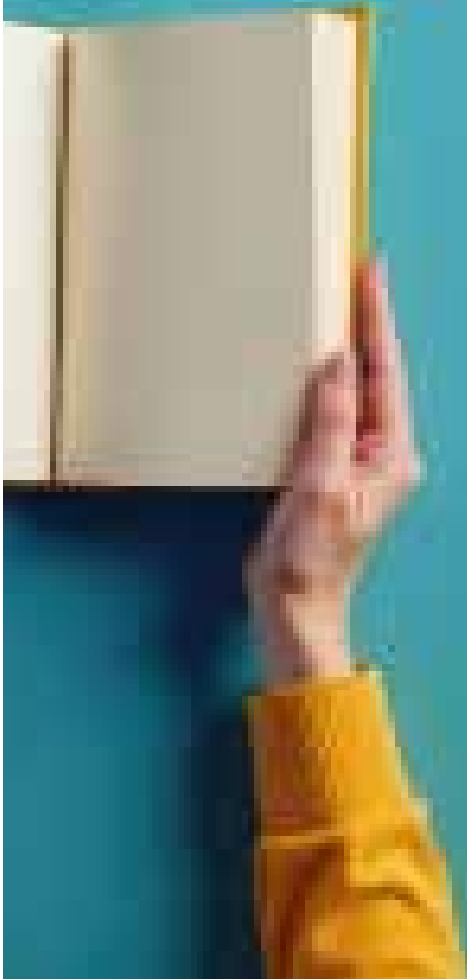


# Empowering Change Agents



# What is Inside?

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- **Excellent Placement Record**
- **Student Life**
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# MESSAGE FROM

## DIRECTOR



Greetings from KIIT School of Rural Management, KIIT University!

At KIIT School of Rural Management (KSRM), we believe in creating leaders who are prepared to shape the future of rural and agribusiness management. With our world-class infrastructure, extensive multidisciplinary resources, and a dynamic, technology-enabled learning environment, we are committed to nurturing talent and guiding students toward a wonderful career in these growing sectors.

Our MBA (Rural Management) and MBA (Agribusiness Management) programmes stand among the best in the country. Designed to meet the evolving demands of the industry, these programmes emphasize practical learning through multiple field training segments and experiential learning components. This hands-on approach equips our students with the skills and knowledge required to excel in their professional journeys.

At KSRM, we also focus on holistic development. Our modern, technologically advanced hostels, superior campus life, and vibrant student clubs foster an environment that encourages students to explore and develop their talents beyond academics. From sports to cultural activities, we provide a platform for every individual to grow, thrive, and become well-rounded professionals.

We invite you to explore how KSRM can be a transformative journey for you. With an emphasis on academic excellence, practical exposure, and personal growth, KSRM offers an environment where students are inspired to achieve their best and emerge as confident, capable individuals ready to make a difference.

Join us at KSRM to build a future that makes a difference in the lives of many while securing a fulfilling and impactful career.

**Prof. Nishith Parida**

*Director, KSRM*



## MESSAGE FROM

### DEAN & CHAIRPERSON - ADMISSIONS



KIIT School of Rural Management (KSRM) shapes the leaders of tomorrow by equipping young graduates with the knowledge, skills, values, and attitudes necessary for inclusive growth and a sustainable rural economy. With a focus on fostering leadership, KSRM empowers students to drive positive change across societal and business platforms. Through rigorous research and policy contributions, the school is dedicated to supporting its visionary founder, Prof. Achyuta Samanta, in uplifting underserved communities.

KSRM attracts a diverse student body from across India and beyond, creating a dynamic learning environment. The flagship programs—MBA (Rural Management) and MBA (Agribusiness Management)—stand out for their emphasis on experiential learning, with significant time dedicated to hands-on fieldwork. This approach fosters adaptability, preparing students to tackle real-world challenges in both development and business sectors.

Our students benefit from the guidance of experienced faculty, state-of-the-art infrastructure, and a strong network of industry and development partners. Regular interactions with alumni, industry experts, and guest speakers provide invaluable insights into current and emerging issues.

We invite ambitious graduates to join KSRM's MBA programs in Rural and Agribusiness Management, where they will find a transformative educational experience and opportunities for meaningful career growth.

**Prof. Damodar Jena**

*Dean & 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**?

**17**

Years of  
Excellence

**15**

KIIT All India  
Rank (NIRF 2024)

**350+**

Partner  
Organizations

**3**

Experiential Learning  
Field Segments (RM)

**4**

Experiential Learning  
Field Segments (ABM)

**9 Lakhs**

Highest Package  
(2021-23 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 Pls. This helped me immensely during the placement process.

**Mahima Soni**

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



“

The agribusiness management program honed my leadership skills through lessons in communication, team management, negotiation, and strategic thinking, both in the classroom and during internships.

**Asutosh Biswal**

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



“

I am grateful to the school for equipping me with invaluable knowledge and hands-on corporate experience, paving my path into the business world.

**Abhijit Tripathy**

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



# The KSRM Edge

Qualified &  
Experienced  
Faculty

Progressive  
Learning

Unique  
Curriculum &  
Pedagogy

Partnership  
& Focus on  
Experiential

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 Experiential Learning Model includes *Express*, *Embrace* and *Evolve* structure, which 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.

## EXPERIENTIAL LEARNING



**EXPRESS**



**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-I
- Development Perspectives

### Field Segment: Village Study Segment (VSS)

## Semester II

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

### Field Segment: Management Traineeship Segment (MTS)-I

## Semester III

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

### Field Segment: Management Traineeship Segment (MTS)-II

## Semester IV

- Human Resource Management & Development
- ICTs for Development
- Sustainable Development
- Strategic Management
- Legal Environment and Business Ethics
- Innovation in Rural Development and Enterprises
- Modern Trends in Yoga and Sports Sciences
- Optionals:**
  - CSR Management
  - International Trade in Agriculture
  - Strategic Interventions in Development Organizations
  - Procurement and Supply Chain Management

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

### **Differentiating Component**

**04** semesters

**03** Field exposures

**87** credits in total

- Village Study Segment (VSS)- 6 credits

**29** core courses

- Management Traineeship Segment (MTS)-I - 8 credits

**04** electives

- Management Traineeship Segment (MTS)-II - 8 credits





# EXPERIENTIAL LEARNING THROUGH FIELD EXPOSURE



**Village Study Segment (VSS) - 40 Days of Field Exposure to Village Studies**



**Management Traineeship Segment (MTS) - I**  
50 Days of Field Exposure to Focused Case writing



**Management Traineeship Segment (MTS) - II**  
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

- Village Study Segment (VSS)
- Management Traineeship Segment (MTS-I)
- Management Traineeship Segment (MTS-II)
- Skill Enhancement through Clubs and Societies
- Alumni Mentorship
- Conclaves
- Case Studies
- Guest Talks
- KIIT-Kareer School

# MBA (Rural Management)

## GATEWAY TO EXCITING CAREERS IN:



**Banking, HR &  
Finance**

**Corporate  
Social  
Responsibility  
(CSR)**

**Govt.  
Agencies &  
Livelihood  
Missions**

**Retail  
Industry**

**Consulting  
Companies**

**Development  
Organizations:  
NGOs, /  
Funding  
Agencies**

**Cooperative  
Institutions**

**Climate  
Change  
Adaptation**

**FPOs/  
FPCs**

**Natural  
Resources  
Management**



# MBA

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## IN

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# AGRIBUSINESS MANAGEMENT







## Semester I

- Micro Economic Analysis
- Accounting for Managers
- Rural Production and Livelihoods
- Quantitative Techniques
- Marketing Management
- e Business in Agriculture
- 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
- Procurement and Supply Chain Management
- Financial Management
- Business Analytics

**Field Segments:**

- **Live Project –I**
- **Summer Internship**

## Semester III

- Analysis & Management of Agri Value Chain
- Strategic Management
- Microfinance
- Digital Agriculture
- Management of Food Processing Industries
- International Trade in Agriculture
- **Electives:**
- Agri warehousing & Collateral Management
- 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
- Modern Trends in Yoga and Sports Sciences
- **Electives:**
- Agriculture Entrepreneurship Management
- Commodity Trading & Derivatives
- Management Information System
- Climate Change and Sustainable Agriculture
- Development Perspective
- Artificial Intelligence in Agriculture
- Agri disaster Risk Reduction and Management

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

### Differentiating Component

**04** semesters

**04** Field exposures

**81** credits in total

- Rural Immersion Segment (RIS) - 2 credits

**29** core courses

- Live Project (LP-1) -2 credits

**04** electives

- Summer Internship Project (SIP) - 8 credits

- Live Project (LP-2) -2 credits



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



**Live Project (LP-1)**



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



**Live Project (LP-2)**

**Live Projects 1 & 2:** Two 15 days' field sessions at predefined and identified specific industry-related projects for scientific understanding through both secondary and primary information



**Summer Internship Project:** 8 weeks field exposure of problem solving where students apply their analytical and decision 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-Kareer School



# MBA (Agribusiness Management)

**UNLOCK EXCITING  
CAREERS IN**



**Cooperatives  
and FPOs/  
FPCs**

**Agri  
Commodity  
Trading**

**Agri Input  
Industry**

**Agri  
Export &  
E-Business**

**Corporate  
Social  
Responsibility  
(CSR)**

**Retail  
Industry &  
FMCG**

**Development  
Organizations:  
NGOs, /  
Funding  
Agencies**

**Food  
Processing**

**Banks, HR  
& Financial  
Institutions**

**Agri  
Warehousing**

# EXCELLENT PLACEMENT RECORD

**₹ 13.5 LPA** Highest Package

**₹ 6.5 LPA** Average





## 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. Bharat Rohan
03. Big Basket
04. Big Haat
05. BISK FARM
06. CP foods Public Limited
07. DeHaat
08. Dukes India
09. Dvara e registry
10. Farm angel pvt ltd
11. GCMMF (AMUL)
12. ITC Ltd
13. Milk Mantra
14. Our Food Private limited
15. Reliance retail Limited
16. Rukart
17. TANMONDIAL Pte. Ltd.
18. Udaan
19. Vegrow

### **Banking and Finance**

20. Bandhan Bank
21. HDFC Bank
22. IDBI Bank
23. ICICI Bank
24. Yes Bank
25. Tata Capital
26. APFL
27. Avanti Finance
28. BFIL
29. RBL Finserve
30. Sammunati
31. Satya Micro capital
32. Seedcap Finance
33. Utkarsh Small Finance Bank

34. Muthoot Finance
35. Midland Micro Fin Limited
36. Navadhan Capital
37. Pragati FinServ Private Limited
38. Spandana Spoorthy
39. Techfino Capital Private Limited

### **Government Agencies**

40. Jeevika
41. JSLPS
42. MSRLM
43. NAFED
44. NABFINS
45. NCML
46. NDDDB Dairy Services
47. OMM (WASSAN)
48. ORMAS
49. OLM
50. OTDS

### **Agri Input**

51. Bayer
52. Centor India
53. Crystal Crops
54. East west seeds
55. RASI Seeds
56. Fertis India Private Ltd
57. Nuziveedu Seeds
58. PAN seeds
59. Seedworks international pvt ltd
60. Sinochem
61. Savannah Seeds
62. US Agri Seeds
63. VNR seeds
64. Zydex group

### **CSR and International NGOs**

65. Ambuja Cement Foundation
66. American India Foundation
67. Deepak Foundation
68. ITC CSR
69. JINDAL Steel
70. KIIT TBI
71. Reliance Foundation
72. Syngenta Foundation
73. SOUL
74. Solidaridad
75. Tata Trust
76. TechoServe
77. UNDP

### **Not for Profit Organizations**

78. Access Development Services Private Ltd.
79. AKRSP
80. APMAS
81. BAIF Development & Research foundation
82. Basundhara
83. CYSD
84. Dhan Foundation
85. Dhara Sansthan
86. DILASA
87. DRISHTEE
88. FES
89. GVT
90. Harsha Trust
91. Mahashakti Foundation
92. MIRDA Group
93. PRADAN
94. Project Concern International
95. Praytna

# Voices of **RECRUITERS**

“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.)*



## Expanding Opportunities:

From **18 recruiters** per annum to **70 recruiters** per annum in the last 5 years!



## Major Recruiters





**Life in  
Campus**





# World-class Infrastructure



## ***Experience KSRM: Where Learning Meets Real-World Action***

At KSRM, vibrant campus life blends academic rigor with practical experiences, ensuring a holistic and fulfilling journey for every student.

Our excellent hostel and mess facilities offer a comfortable and community-oriented space, setting the stage for dynamic learning.

The campus features state-of-the-art facilities, including sports infrastructure, open-air theatres, auditoriums, and collaborative workspaces, fostering innovation and entrepreneurship.



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

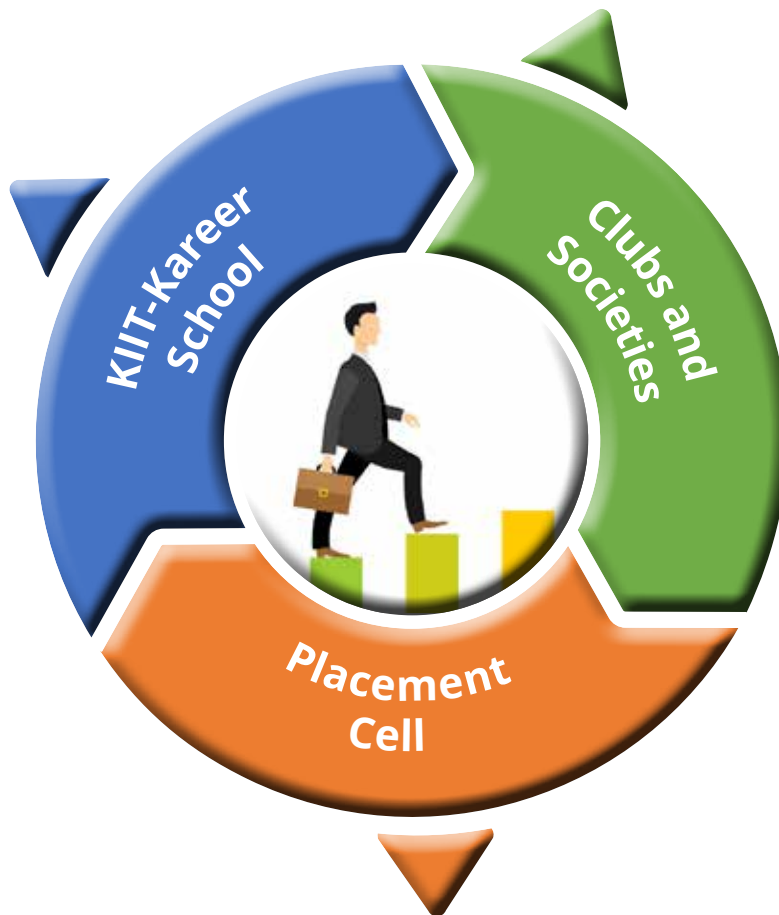
### Support Activities

- 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. 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
- Mr. Prashant Mishra**  
(2010-12)  
Thinline Pvt. Ltd, Mumbai,  
Maharashtra

# Faculty Profile: KIIT School of Rural Management



**Prof. Nishith Parida**, *Director*  
Ph.D. in Management  
B. Sc. Agriculture & AH  
(G B Pant University, Pantnagar)  
PGDM (IIM Ahmedabad)



**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. Ganesha 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,  
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# 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.



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