



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

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

SCHOOL OF RURAL MANAGEMENT

MANAGEMENT TRAINEESHIP SEGMENT (MTS)

MBA (RM) 2018 - 20

www.ksrm.ac.in



Message from the Director



At KIIT School of Rural Management, its flagship 2 year MBA (RM) programme has been recognised as one of the best Rural Management programmes in the country. Since inception, continuous endeavour has been made to upgrade the curriculum every year to keep students in sync with the latest developments in the field of management education. KSRM has always believed in providing adequate experiential learning to its students and is the only institute in the country to have 3 field training segments, ARS, CSS and MTS, each of 10 weeks duration.

We are highly thankful to all our partner organizations that have provided our students an opportunity to work on projects to hone their analytical and business aptitude.

Our 12th batch students have already completed their first two field segments and are ready to start their 3rd field segment MTS. We invite you to participate in the MTS segment and provide an opportunity to our students to work on the projects assigned by you which will help them in getting the desired real world experience and fulfill the necessary learning objectives.

Looking forward to establishing a mutually beneficial and longstanding relationship with your esteemed organization.

Prof. Nishith Parida

Director, KIIT School of Rural Management
KIIT Deemed to be University, Bhubaneswar

Message from the MTS Coordinator



Having been successfully equipped with the necessary managerial and developmental knowledge and skills by completing most of the courses of these areas, and having completed two filed projects with various organizations, our young and energetic students of MBA (RM) 2018-20 are ready and eager to face the various managerial and developmental challenges of organizations and find solutions for the same, in this field component, Management Traineeship Segment (MTS).

In the past our students of previous batches have taken up and successfully completed various projects in various organizations working in the fields of Agribusiness management, Agriculture value chains management, microfinance, livelihood promotion, dairying and livestock management and in the development sector. The functional areas addressed include marketing and market research, value chain development, Agri inputs marketing, systems development, human resources management, finance and cost management among others.

I request our partner organizations to make the best of young talent by involving them in projects; capitalize on students' cognitive and physical strength for productive and insightful outcomes.

Prof. Ganesh H.S.

MTS Coordinator, KIIT School of Rural Management
KIIT Deemed to be University, Bhubaneswar

Management Traineeship Segment

MBA (RM) 2018-20

Introduction

The KIIT School of Rural Management (KSRM), an initiative of KIIT University was set up to cater to the professional needs of the rural enterprises, rural development organizations, voluntary sector and corporate with interest in the rural economy. It was established on 20th November 2006 at the hands of Late Dr. V. Kurien and Dr. A. Samanta to offer MBA in Rural Management and other short term programs for personnel engaged in the rural sector. The school is striving to add value to rural organizations by building decisive and proactive academic programs in rural management.

The first eleven batches were placed successfully with support of growing universe of partner organizations. The twelfth batch of MBA (RM), comprising of 50 students, has completed its first year and is gearing up to participate in Management Traineeship Segment from 6th August to 28th September, 2019.

MBA (RM) Curriculum:

MBA (RM) Programme is designed to balance academics with experiential learning, and has two specific components viz. 4 semesters of Class Room Segment (CRS) spread over 54 weeks and 3 terms of Field Work Segments (FWS) of 34 weeks. The three FWS components are designed in a progressive manner, with Action Research Segment (ARS) and Case Study Segment (CSS) in first year and Management Traineeship Segments (MTS) in second year.

MBA (RM) Courses:

The MBA (RM) programme comprises of a mix of core management subjects like marketing, finance and HR and broad area of specialization like agribusiness management and rural development management. From the first term onwards, blend of core management and rural management subjects are offered, giving students an understanding and appreciation of principles of management in various rural development domains.



Semester-wise Course Details of MBA (RM) 2018-20

Semester	Segments	Course Type	Title of the Course	Credit*	Duration	
I	Classroom	Compulsory	Micro Economic Analysis	2.0	9th July - 06th Oct, 2018	
			Accounting for Managers	2.0		
			Rural Production and Livelihoods	2.0		
			Quantitative Techniques	2.0		
			Rural Sociology	2.0		
			Development Research Methods	2.0		
	Field	Compulsory	Action Research Segment (ARS)	12.0	8th Oct - 14th Dec, 2018	
Semester Total				24.0		
II	Classroom	Compulsory	Macro Economic Analysis	2.0	17th Dec - 02nd Mar, 2019	
			Finance for Managers	2.0		
			Marketing Management	2.0		
			Organizational Behaviour	2.0		
			Managerial Analysis & Communication	2.0		
			Marketing Research	2.0		
	Field	Compulsory	Case Study Segment (CSS)	12.0	11th Mar - 1st May, 2019	
Semester Total				24.0		
III	Classroom	Compulsory	Project Management	2.0	20th May - 1st Aug, 2019	
			Natural Resource Management & Climate Change	2.0		
			Marketing Management - II	2.0		
			Agri- Business Management	2.0		
		Optional ** (limited to 4.0 credits)	Micro Finance	2.0		
			Commodity Trading and Marketing	2.0		
			E- Business	1.0		
			Co-operative Management & FPOs	2.0		
	Field	Compulsory	Policy and Programme Interventions	1.0		
	Field	Compulsory	Management Traineeship Segment (MTS)	12.0		6th Aug - 28th Sept, 2019.
Semester Total				24.0		
IV	Classroom	Compulsory	CSR Management	1.0	Tentative dates: 14th Oct, 2019 - 31st Mar, 2020	
			ICT for Development	1.0		
			Sustainable Development	2.0		
			Strategic Management	2.0		
			Legal Environment & Business Ethics	2.0		
			Development Theory & Practice	2.0		
			Innovation in Rural Development & Enterprises	2.0		
			Optional ** (limited to 4.0 credits)	Rural Finance and Commercial Banking		2.0
				International Trade in Agriculture		2.0
				Management Information Systems		2.0
	Financing Agri Value Chain	1.0				
	Field	Compulsory	Human Resource Development	1.0		
	Field	Compulsory	Strategic Interventions in Development Organizations	1.0		
	Semester Total					16.0

Partnership for Learning & Knowledge Creation:

KSRM in 12 years of its existence has built strong network with more than 300 organizations. These organizations include government departments, corporate, NGOs, semi-government organizations, rural MSMEs of national and international repute. This network benefits KSRM students through active field learning and the organizations through field research and knowledge creation. This unique partnership is translated on ground through field study components viz. Action Research Segment (ARS), Case Study Segment (CSS), and Management Traineeship Segment (MTS). Further, this partnership also new interfaces with our partner organizations in terms of Management Development Programmes (MDP) and research and consulting. KSRM faculty and students are determined to make such partnerships grow both in quantitative and qualitative terms.

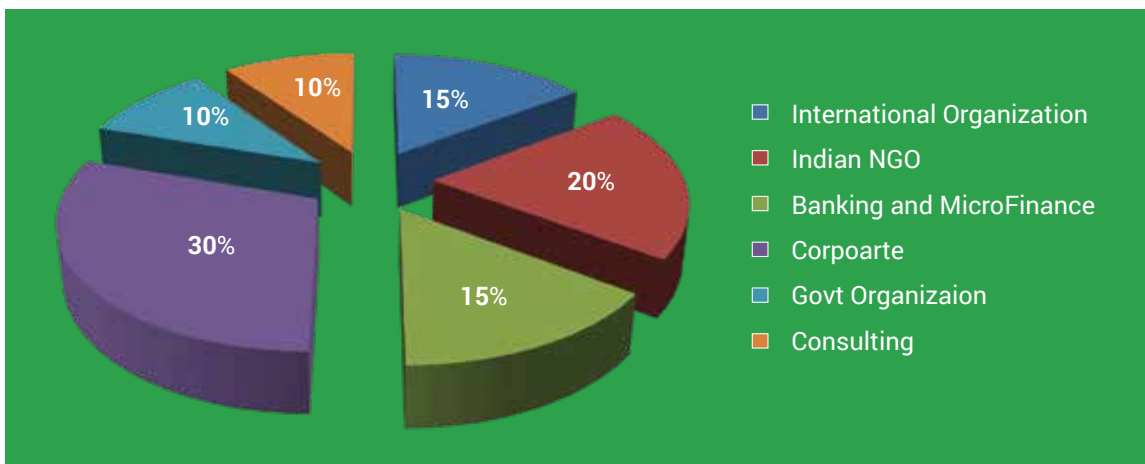


Fig1: KSRM partners for MTS for the batch of 2017-19

Management Traineeship Segments (MTS):

The focus of MTS component is to partner with all our partners and enterprises that have an unstinting commitment to rural sector. The MTS is planned to be a problem solving segment wherein students will apply their analytical and decision making skills on specific project based problems/challenge assigned by organizations engaged in various aspects of rural business and development.

The students will work under active guidance of experienced senior managers supported by faculty guides from KSRM to help them to make decisions under real & more demanding situations.

Scope of MTS:

The host organizations can assign project(s) on problems/issues/situation which require better understanding, insights and analytical abilities for their resolution.

Indicative Project Themes

In last two years we have received projects in

- Agribusiness
- Climate Change, Disaster and Natural Resources Management
- Health, Education and CSR
- ICT and Governance for Development
- Livelihood
- Marketing
- Rural Banking and Financial Inclusion
- Sustainable Agriculture



MTS Deliverables

During the course of MTS students are expected to rigorously research the problem, analyze data, and produce outputs in terms of solutions in line with the objectives of the projects. After the completion of MTS field work the students are expected to make presentation of their project to host organization and submit the draft reports.

The study findings are again presented in MTS seminars conducted at KSRM under the supervision of internal faculty and external examiner. Based on the suggestions received during the seminars and comments of the faculty guides, the draft reports are revised and a copy each is submitted to school and host organisation. The students are evaluated for their projects independently by the host organization and KSRM.

Role of Host Organization:

Guidelines: We are conscious of the fact that the host organization need to support the MTS initiative to get the best out of the students. The host organization can contribute to this process by adhering to the following:

- (i) Clearly define the project title, its objective and expected outcomes
- (ii) The reporting officer / should adequately brief the students about the project and expectations of the organization from the students.
- (iii) The reporting officer should connect the students to HR personnel for a briefing on norms, rules and regulations of the organization which students are expected to follow.
- (iv) The reporting officer for the project should devote adequate time to students in clarifying their doubts and monitor their project progress
- (v) Ensuring that the students complete their project work, prepare draft report and make an interim presentation before their departure.
- (vi) The reporting officer should make an objective evaluation of the work done by the student and accordingly award them marks in the format prescribed by KSRM.
- (vi) The organization needs to ensure that students have settled their financial dues/claims as applicable before leaving the organization.
- (vii) Any act of indiscipline by the students should be immediately brought to the notice of MTS Coordinator.

Financial Implications for the Organization:

- 01 Travel costs of the allocated students from Bhubaneswar to the reporting location of the organization and return by 3-tier AC ;
- 02 A stipend of Rs. 9,000 /- per month, per student to be paid by the organization during the MTS Project period.
- 03 Accommodation to the students at the project locations
- 04 Conveyance and incidental expenses while on travel and incidentals related to the conduct of the project etc.

In addition to the above, the host organization may offer any other necessary support which is essential for successful completion of the project.

Profile of Batch 2018-20:

A brief profile of the current batch of MBA (RM) students is presented below. The major disciplinary backgrounds of the students are presented below. This analysis helps in facilitating organizations to choose students suiting their proposed project requirements.

Academic Background	No. of Students
Agriculture and Allied	11
BA	01
BBA	11
B.Com	13
B.Tech	10
B.Sc	02
PGDCD	02

There are 20 female and 30 male candidates in the batch.



Process of Project Allotment

The selection of projects by the students is done in the following manner:

- Step I** The list of projects received from the host organizations along with necessary details and preferences for students (in terms of educational background, language proficiency and gender choice if any) is shared with the students.
- Step II** The students are allocated projects based on predefined criteria of student preferences, agreeable to all the students. This ensures transparency in project allocation.
- Step-III** The organizations are accordingly informed about the students allocated to their projects along with the other necessary details. Generally there is an optimum fit between the project requirement and student preferences. The organizations are offered choices of pre-screening of students provided the screening process is completed at least one week before the students are allocated their respective projects (Step II).

Once the allocation is complete, KSRM shares student information with the host organizations and facilitate their interaction prior to reporting if necessary.

MTS Schedule:

The time schedule from beginning to end for the upcoming MTS is indicated in the following table:

MTS Datelines	
Receiving Project Offers from Host Organization	10th July, 2019
Allocation of Projects and Host Organizations	20th July, 2019
Reporting of Students at Organization	06th August, 2019
Draft report submission and presentations to Host Organization	26th / 27th September, 2019
Relieving of Students from Host Organization	28th September, 2019
Reporting at KSRM, debriefing with Faculty Guides and finalization of reports / presentations	01st October, 2019
MTS Project presentations at KSRM	03rd - 04th October, 2019
Submission of Final MTS Report at KSRM	20th October, 2019

The interested organizations may fill the attached MTS Project Offer Form and return it to KSRM with necessary project proposal details on or before **10th July, 2019**.

Management Traineeship Segment 2017-19: Salient Projects

Project Title: Backward and forward Agribusiness linkages for Wheat and pulses: Study and Recommendations

Host Organisation: Reliance Retail

Author: Nikam Ketan Ramesh and Warke Kiran Ashok

Objectives: The study was conducted under RELIANCE RETAIL (Host Organisation) and the project which is assigned is titled as 'Backward and forward agribusiness linkages for Wheat

and Pulses: Study & Recommendations'. Project Objectives was to study agriculture commodities like Wheat & Pulses (Bengal Gram, Black Gram, Red Gram and Green Gram), their backward and forward linkages, price leakages in various marketing channels and also identify the best marketing channel for procurement of these commodities for Reliance Retail.

Report from this project work is under the preparation for the process of journal publication.



Project Title: A Business Analysis Study on Plastic Recycling Management for United Nations Development Programme in the state of Goa

Host Organisation: United Nations Development Programme

Author: Lokanath Das

Objectives: The aims of the study included - to implement economically sustainable model for plastic waste/dry waste. To institutionalize the waste pickers with governance mechanism to attain improved socially condition. And to understand and analyze the present regulatory mechanism and practice followed, subject relevance to plastic waste.



Project Title: Mapping of crop yield and production practices

Host Organisation: CIMMYT

Author: Moumita Acherjee, Jyoti Kar, Kaushik Jana and Binod Tudu

Objectives: Mapping of crop yield and production practices in selected districts of Bihar and Eastern UP.

To identify the cropping system

To generate data/fact based evidence/results for the better planning and technology targeting



Project Title: Estimate demand for Agri-inputs in Samastipur District and design a feasible business model

Host Organisation: TECHNOSERVE

Author: Prashanth Kumar Singh

Objectives: The first phase involved identification of potential area in Samastipur district based on secondary data analysis. To identify potential location consultation can be carried out with various stake holders.

Involved field level study. It involved interactions with various stake holders. The parameters as outlined in the objectives have to be studied in detail.

Business plan and Business module



KSRM Recruiters from 2013 - 2019

- | | |
|---|--|
| 1. Aarohan | 29. KIIT-TBI |
| 2. Access Development Services Pvt. Ltd, New Delhi | 30. Knowledge Consortium of Gujarat (KCG), Govt. of Gujarat |
| 3. Access Livelihood Consultancy, Hyderabad | 31. Light Microfinance Pvt. Ltd, Ahmedabad |
| 4. Adani Wilmar, Gujarat | 32. Livolink |
| 5. Aga Khan Rural Support Programme (AKRSP), Bihar | 33. Mrida Group, New Delhi |
| 6. Ambuja Cement Foundation | 34. National Agricultural Cooperative Marketing Federation of India Ltd.(NAFED) |
| 7. American India Foundation (AIF), New Delhi | 35. National Handloom Development Corporation (NHDC) |
| 8. Annapurna Micro Finance Pvt. Ltd, Bhubaneswar | 36. National Skills Foundation of India |
| 9. BAIF Development Research Foundation, Pune | 37. NCML, Mumbai |
| 10. BigBasket | 38. NDDDB Dairy Services, New Delhi |
| 11. Bihar Rural livelihoods Promotion Society(JEEViKA), Bihar | 39. Niryas Food Products Pvt. Ltd. |
| 12. CIMMYT | 40. Odisha Livelihoods Mission(OLM), Odisha |
| 13. Colgate Palmolive | 41. Orissa Tribal Development Society (OTDS) |
| 14. DCB Bank, Mumbai | 42. Reliance Fresh |
| 15. Deepak Foundation, Vadodara | 43. SAGROCOD India Private Limited, Banglore (Part of TANMONDIAL PTE Limited, Singapore) |
| 16. Development Credit Bank, Mumbai | 44. Samunnati, Chennai |
| 17. Dilasa | 45. Satin Creditcare Network Limited (SCNL), New Delhi |
| 18. e-Kutir, Bhubaneswar | 46. Senrysa Technologies Private Limited |
| 19. Foundation for Ecological Security (FES), Gujarat | 47. SRIJAN, New Delhi |
| 20. Fusion Microfinance Private Limited, New Delhi | 48. Tata Trust |
| 21. GCMMF (Amul), Gujarat | 49. TechnoServe(TNS), Mumbai |
| 22. GoCoop Solutions and Services Pvt. Ltd, Bangalore | 50. Tribal Development Co-operative Corporation Of Odisha Ltd. |
| 23. Gramin Vikas Trust (GVT) of KRIBHCO, Noida | 51. UNDP |
| 24. Harsha Trust, Odisha | 52. Vedanta Aluminium Ltd, Odisha |
| 25. HDFC Bank | 53. Village Financial Services Limited |
| 26. ITC | 54. Vrutti Livelihoods Resource Centre, Bhopal |
| 27. Jharkhand State Livelihood Promotion Society | |
| 28. Kalinga Institute of Social Sciences (KISS), Odisha | |

MTS Field Photo Gallery



Faculty Profiles

KSRM Faculties



Prof. Nishith Parida

Director, KIIT School of Rural Management
B Sc Agriculture & AH (G B Pant Univ, Pantnagar)
PGDM (IIM Ahmedabad)
Experience: 22 years+



Prof. Damodar Jena

Ph.D. (Analytical and Applied Economics) Utkal University, M.Phil. (Economics), University of Madras
Experience: 21 years+
Current Interest: Climate Change & Sustainable Development, Micro & Macro Economic Analysis, Development Research Methods
Email: damodarjena@ksrm.ac.in



Prof. Nirmal K Mandal

PGDRM, IRMA, Anand, Gujarat
Experience: 22 years+
Current Interest: e- Governance, Public policy, ICT for Development, Innovations in Rural development and Enterprises
Email: nirmal@ksrm.ac.in



Prof. Srilata Patnaik

PhD (Rural Management) at Xavier Institute of Management, Bhubaneswar
Experience: 9 years+
Current Interest: Sustainable Livelihoods, Public Policy and Qualitative Research
Email: srilata@ksrm.ac.in



Prof. V. Venkatakrishnan

Dean, KIIT School of Rural Management
PhD (Development Studies), ISEC Bangalore, University of Mysore, 1999
Experience: 30 years+
Current Interest: ICT for Development, e-Business, Decentralized Governance, Sustainable Livelihoods, and Rural Development Policies
Email: venkat@ksrm.ac.in



Prof. Ganesh H S

PhD (KIIT - pursuing), PGDRM (IRMA), BVSc (UAS, Bengaluru)
Experience: 25 + years
Current Interests: Quantitative Techniques, Project Management, Spreadsheet based DSS, Data Envelopment Analysis (DEA), Financial Management, Marketing Research, Development Projects and Microinsurance
Email: hsganesh@ksrm.ac.in



Prof. Prasanta Parida

PhD (Management) at Utkal University, Bhubaneswar
Experience: 17 years+
Current Interest: Marketing Research and Rural Marketing
Email: prasanta.parida@ksrm.ac.in

KSOM Faculties



Prof. Sumita Mishra

MSW (TISS), FPM (MDI, Gurgaon)



Prof. Shradha Padhi

LL.B., LL.M, Ph.D



Prof. Gargi Banerjee

MBA (IISWBM, Calcutta University),
BA (English Hons, Scottish Church College, Calcutta University)



Prof. Bhuwandeep

PGDBM, IIM Bangalore,
B.Tech (Hons) IIT Kharagpur



Prof. Piyusa P Das

B.Tech (CET Bhubaneswar),
PGDM (IIM Lucknow), PMP® Certified



Prof. Debi Prasad Das

MBA in Human Resource Management,
Utkal University 2004., Ph.D

Visiting Faculties

Dr L. K. Vaswani

PhD (Agriculture), HAU, 1976
Former Director of IRMA & KSRM

Prof S.K.Hota

Organization: Madhusudan Institute of Cooperative Management

Prof. Sumita Sindhi

FPM (XIMB, Bhubaneswar)
IIM Sambalpur

Mr Gautam Pradhan

Organization- Harsha Trust, Bhubaneswar

Mr R.K.Vemula

Assistant Professor Dept. of Mass Communication and Journalism- CIEFL-Shillong

Mr. G. K. Ayitam

Management Consultant

Mr. Vinit Kaler

Organization- Financial Technologies Knowledge Management Company (FTKMC)

Mr. Krishna Kumar

Organization: Bank of Baroda
Banker

Mr. Kailash Chandra Gahir

Chief Executive Officer, Niraya Food Products Pvt. Ltd.



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