



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

ACTION RESEARCH SEGMENT

MBA (RM) 2020-22(14th Batch)
www.ksrm.ac.in

Message from the Director

At KIIT School of Rural Management (KSRM) we have always believed in providing adequate experiential learning to its students and it is the only institute in the country to have 3 field training segments for the MBA (Rural Management) students during the 2 year period namely ARS, CSS and MTS each of approx 6- 10 weeks duration. ARS (Action Research Segment) is the first field training segment in the sequence, which has two components 1) Micro Planning and 2) Social Mobilisation. This field training aims to give the students an exposure to the rural life and gives them a chance to involve the community in preparing a comprehensive development plan for them by striking a balance between the needs of the community and the resources available.

We thank the host organizations for their continued support and request to extend similar kind of support and cooperation for the 14th batch of MBA (RM) students, which will help them in fulfilling their desired learning objectives.

Looking forward to 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

The ARS component of the MBA (RM) programme provides the preliminary exposure to the students to the contexts of rural life and develop an understanding of the realities of the rural people with whom they are going to work. It is also a building block to hone their skills in important components like social mobilization and micro planning that these students will be using in the course of time. The students also get an opportunity to undertake various activities as desired by the host organizations that adds value to their skill and knowledge as future development professionals.

Prof. Srilata Patnaik
Coordinator, Action Research Segment
KSRM, KIIT Deemed to be University, Bhubaneswar

Guidelines for Students' engagement in Action Research Segment (ARS), 2020

Action research directly addresses the problem of the division between theory and practice by integrating the development of practice with the construction of research knowledge in a cyclical process. Further, the **Participatory Action Research (PAR)** is considered as a subset of action research, which is the “systematic collection and analysis of data for the purpose of taking action and making change” by generating practical knowledge. Ideally, the purpose of all action research is to impart social change, with a specific action (or actions) as the ultimate goal. The PAR is not only a research that is followed by action; it is an action that is researched, changed, and re-researched within the research process by the students and participants. The KSRM's MBA(Rural Management) first year students utilize Participatory Action Research for completing the tasks assigned to them in ARS component.

ARS Components

1. Village study component (16 days)

The objective of this component is that students develop an understanding of village life, demographic profile, natural resource base, livelihoods of the people, infrastructure and communication, status of health, education, access to market, any other specific to the context. This component should also help the students to get an understanding of major programmes implemented in the village. The students are expected to apply concepts learnt in the different courses in the first semester.

2. Understanding development Organization (7 days)

The purpose of this component is students develop an understand on how development organizations get engaged with community. They are expected to carry out assignment given by organization on the study village.

3. NSS activity (2 days)

Students will undertake voluntary work in the villages in consultation with the host organization.

- We request all our partner organizations to engage students primarily in these tasks. Since the students would have just completed three months in the MBA (RM) programme, they may not be prepared for relatively higher level assignments.
- Considering the pandemic situation, we request the organizations to engage the students in such activities that do not require the students to travel much.
- The host organization's reporting officers are hereby requested to facilitate undertaking of both the components through monitoring the work progress of students.
- The host organizations are required to do objective grading of students' work during ARS.

KIIT School of Rural Management
Kalinga Institute of Industrial Technology, Deemed to be University, Bhubaneswar
Action Research Segment of MBA (RM) 2020-22 (14th Batch)

Introduction:

KIIT School of Rural Management (KSRM), an initiative of KIIT University caters to the needs of the rural enterprises, rural development organizations, voluntary sector and corporate houses with rural business interests. It was established on 20th November 2006 by Dr. A. Samanta, Founder KIIT and KISS group of institutions and Late Dr. V. Kurien, Father of the White Revolution in India to offer MBA (Rural Management) and other short term programmes for personnel engaged in rural sectors. Its flagship programme, MBA (RM) was launched in 2007. The institute is striving to add value to the organizations by building need based contemporary academic programmes in rural management.

The twelve batches of students totaling to 637 were placed successfully with the support of a growing universe of our partner organizations. The 13th batch is in the final year of study. The 14th batch of MBA (RM) 2020 - 22 is preparing to participate in the Action Research Segment from **19th December 2020 – 22nd January, 2021**. In the year 2019 we have also introduced a two year MBA (Agri business Management) programme. We have also been offering a One-Year Full Time Post-Graduate Diploma in Community Development (PGD-CD) since 2016.

MBA (Rural Management)

The MBA (RM) Programme is designed to balance academics both with classroom and experiential learning. The two important components of the programme include Class Room Segments (CRSs) spread over 52 credits and, Field Work Segments (FWSs) of 36 credits across four semesters over two years. The students spend almost 10 weeks in each of the three field segments which are designed to achieve progressive learning. The Action Research Segment (ARS) in the first semester is followed by Case Study Segment (CSS) and Management Traineeship Segment (MTS) in the second and third semesters respectively.

MBA (RM): Curriculum

The MBA (RM) curriculum comprises core management disciplines like marketing, finance and HR strategically aligned with numerous sub-disciplines in rural management. The experiential components through their unique content and sequencing provide students with the much needed exposure to rural management practices.

SEMESTER-WISE COURSE DETAILS of MBA-RM 2020-22

Module & Type	Title of the Course	Credit*
Compulsory (Classroom) 18 credits	Micro Economic Analysis-RM 5101	2.0
	Accounting for Managers-RM 5111	2.0
	Rural Production and Livelihoods-RM 5121	2.0
	Quantitative Techniques-RM 5131	2.0
	Rural Society and Polity – RM 5123	2.0
	Development Research Methods – RM 5143	2.0
	Managerial Analysis and Communication – RM 5141	2.0
	Marketing Management – RM 5162	2.0
	Development Perspectives – RM 5153	2.0
Field/Internship	Action Research Segment (ARS) – RM 5183	8.0
Semester total		26.0

Compulsory (Classroom)-14 credits	Macro Economic Analysis-RM 5102	2.0
	Finance for Managers – RM 5112	2.0
	Marketing Research – RM 5164	2.0
	Organizational Behavior – RM 5146	2.0
	Management Information Systems – RM 5132	2.0
	Strategic Marketing – RM 5166	2.0
	Natural Resource Management and Climate Change – RM 5126	2.0
Field/Internship	Case Study Research Segment (CSS) – RM 5184	8.0
Semester total		22.0
Compulsory (Classroom) 12 credits	Policy and Programme Interventions for Rural Development-RM 6155	2.0
	Development Theory and Practice-RM 6152	2.0
	Rural Finance and Commercial Banking-RM 6114	2.0
	Management of Co-operatives & FPOs-RM 6123	2.0
	Project Management-RM 6141	2.0
	Agri-Business Management-RM 6171	2.0
Optionals ** (limited to 4.0 credits)	Micro Finance – RM 6111	2.0
	Rural Marketing – RM 6161	2.0
	Commodity Trading and Marketing – RM 6173	2.0
	E-Business for Rural Enterprises – RM 6157	2.0
	Operations Research – RM 6133	2.0
	Agri-Input Marketing – RM 6177	2.0
Field/Internship	Management Traineeship Segment (MTS) – RM 6182	12.0
Semester total		28.0
Compulsory (Classroom) 12 credits	Human Resource Development – RM 6146	2.0
	ICTs for Development – RM 6153	2.0
	Sustainable Development – RM 6154	2.0
	Strategic Management – RM 6142	2.0
	Legal Environment and Business Ethics – RM 6144	2.0
	Innovation in Rural Development and Enterprises – RM 6124	2.0
Optionals ** (limited to 4.0 credits)	CSR Management – RM 6151	2.0
	International Trade in Agriculture – RM 6175	2.0
	Strategic Interventions in Development Organizations – RM 6158	2.0
	Procurement and Supply Chain Management – RM 6134	2.0
	Managing Agricultural Value Chains – RM 6118	2.0
Semester Total		16.0

Participation in Action Research Segment (ARS): Open Invitation

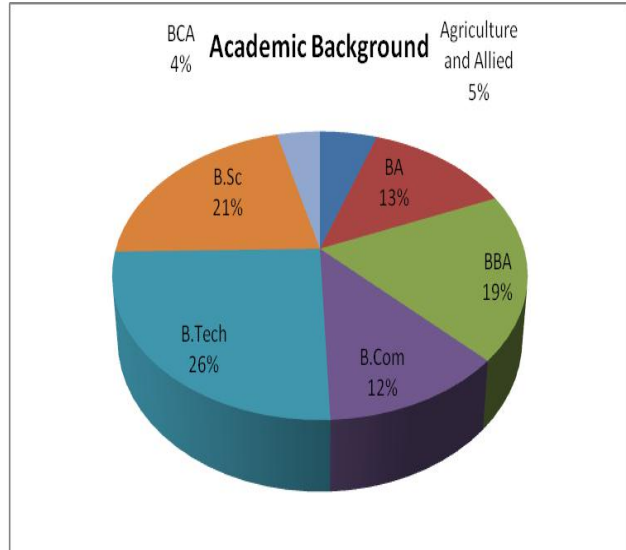
KSRM invites all partner organizations ranging from NGOs, corporate houses with business portfolio and commitment towards rural sector, cooperatives, farmer producer organizations and social enterprises involved in rural development to participate in this 5 week long ARS, scheduled between **19th December 2020 – 22nd January, 2021**. As KSRM continues to expand its horizons in the country, we welcome new organizations also to participate in this segment.

Students Preparations for the Task:

We would like to assure our partner organizations that our students would have been prepared well for the ARS component through a mix of research courses and live field training in using tools and techniques of Action Research.

Profile of the Students

A brief profile of the current batch of MBA (RM) students in terms of academic background and state of domicile is given below:



Domicile	
Assam	2
Bihar	11
Jharkhand	12
Kerala	1
Maharashtra	3
Delhi	1
Odisha	33
Uttar Pradesh	1
West Bengal	4
International	7

International students are from Afghanistan, Bangladesh, Chad, Ethiopia, Tanzania and Somalia.

ARS DATELINES

19th December 2020 – 22nd January, 2021.

- | | |
|---|---|
| 1. Receiving project offers & location details from the host organization | 10 th December, 2020 |
| 2. Allocation of projects and host organizations | 15 th December, 2020 |
| 3. Micro -Planning Workshop | 19 th -21 st December, 2020 |
| 4. Reporting of Students at the Organizations | 22 nd December, 2020 |
| 5. Draft Report Presentation and submission to the Host Organizations | 16 th January, 2021 |
| 6. Relieving of students from Host Organization | 16 th January, 2021 |
| 7. Reporting at KSRM | 18 th January, 2021 |

Salient Projects - ARS (2019-21)

Name of the Students: Rajasekhar Kakarla and Ahshan Bakshi

Name of the Project: Assessment on Millet Marketing and a study on Tirumala Devarapalli Village, Anantapur

Host Organisation: APMAS (Andhra Pradesh Mahila Abhivruddhi Society), Andhra Pradesh

Description: As a part of the organisation project, viable options through discussions from farmer level to processor level were analysed and a value chain analysis had been done to estimate the costs. Data was collected from farmers, middlemen, dealers to understand the production system. Understanding the concept of Farmer Field School (FFS), where, the organisation was training farmers on production activities. Microplanning in a village using PRA tools was also conducted. As part of NSS activities training on environmental protection were conducted with students of elementary school, plantation in the school premises and a rally in the village on the theme was organized.

Name of the Students: Biswajit Kar and Chandan Dash

Name of the Project: Impact assessment of WADI project by NABARD

Host Organisation: Harsha Trust, Odisha

Description: Impact assessment of WADI project, a NABARD funded Tribal Development Programme (TDP) was done. Impact of Harsha Trust interventions in Vegetable Cultivation on livelihood enhancement of farmers was done by conducting Baseline Survey (BLS) through questionnaire method and focus group discussion. Micro plan on “lack of access to purified drinking water ” was prepared by coordinating with villagers, Gram Panchayat and Block office. As a part of NSS activity, plantation programme, malaria awareness programme and Swachh Bharat Abhiyaan were taken up.

Name of the Students: Anita Karjee and Tanisha Chandra

Name of the Project: Assessment of watershed management projects implemented by Jan Sewa Parishad and formation of SHGs in Koderma district of Jharkhand.

Host Organization: Jan Sewa Parishad, Jharkhand.

Description: Assessing the watershed projects undertaken and completed by Jan Sewa Parishad and update the picture of the same to the MoRD owned geoportal through Bhuvan Drishti mobile Application and mobilize other villagers to have trenches and ponds on their farm land. Formation of SHGs in different villages of Koderma district in order to provide benefits to villagers through NGO linked SHGs. Microplan was done on addressing the problem of sewage by implementing the concept of compost tanks and value addition in Mica found in nearby forest to fetch a good price. As a part of NSS activity awareness drive about regular hand wash, cleanliness and sanitation were taken up.

Host Organizations of ARS, MBA (RM) for 2019-21 Batch

Action Aid, Odisha	AKRSP, Bihar
APMAS, Bihar and Andhra Pradesh	Ekjut, Odisha
Harsha Trust, Odisha	ISWO, Odisha
IMPRESS, ICSSR project, KSRM	Jan Seva Parishad, Jharkhand
Kalamandir, Jharkhand	Kaushalya Foundation, Bihar
MSSRF, Odisha	PRADAN, Chattisgarh and Jharkhand
Pragati, Odisha	Seva Mandir, Rajasthan
TSRDS, Jharkhand	WOSCA, Odisha

For further information contact:
Prof. Srilata Patnaik, ARS Coordinator
Email: srilata@ksrm.ac.in
Mob: 9437682002

OR
Amrita Garabadu Field Work & Placement Cell
Email: amrita.garabadu@ksrm.ac.in Mob: +91 92373 20623

KIIT School of Rural Management
Krishna Campus No.7, At / Po: KIIT University, Bhubaneswar - 751024