



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) 2019 - 21

www.ksrm.ac.in



Message from the Director



KIIT School of Rural Management in its last years of journey has made innovative attempts to translate its vision to use knowledge driven approach to become a leading global academic institution in the field of Rural Management. During the process of review it was felt that our students should have an understanding (the “Research”) and process of achieving change (the “Action”), thereby minimizing the gap between deciders and doers. With this thinking we have redesigned our experiential components into Action Research Segment (ARS), Case Study Research Segment (CSS) and Management Traineeship Segment (MTS) in that order.

This brochure highlights the details of Management Trainee Segment (MTS) in which our thirteenth batch of MBA (RM) students 2019-21 will participate. We believe that this segment will help you to get answers to ‘HOW’ & ‘WHY’ questions which have been bothering you while making interventions in your rural and agricultural developmental programmes.

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 field projects with various organizations, our young and energetic students of MBA (RM) 2019-21 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 this young talent by involving them in projects; capitalize on students' cognitive and physical strength for productive and insightful outcomes.

Prof. Ganesha H.S.

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

Management Traineeship Segment

MBA (RM) 2019-21

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 twelve batches were placed successfully with support of a growing universe of partner organizations. The thirteenth batch of MBA (RM), comprising of 51 students, has completed its first year and is gearing up to participate in Management Traineeship Segment from 17th August to 21st October, 2020.

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 semester onwards, a blend of core management and rural management subjects are offered, giving students an understanding and appreciation of principles of management in various rural development and managements domains.

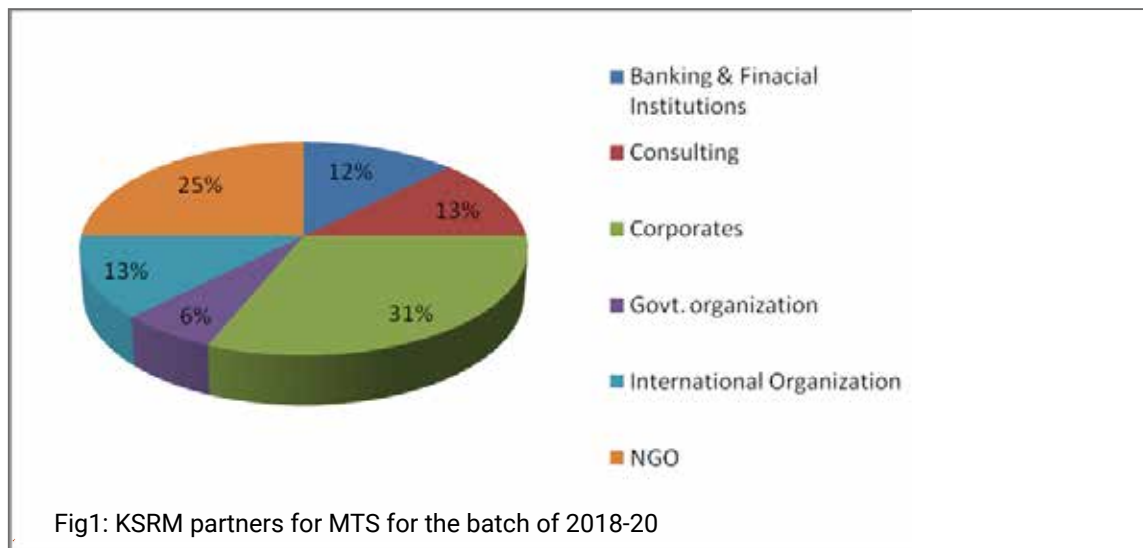


Semester-wise Course Details of MBA (RM) - Batch 2019-21

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) 20 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
(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
	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
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
	CSR Management – RM 6151	2.0
Optionals ** (limited to 4.0 credits)	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

Partnership for Learning & Knowledge Creation:

KSRM in 13 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 offers us 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.



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.
- 05 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 2019-21:

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	04
BA	03
BBA	10
B.Com	13
B.Tech	06
B.Sc	13
Bachelor of Planning (Urban and Regional Planning)	01
BCA	01
Total	51

There are 16 female and 35 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.



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MTS Schedule:

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

MTS Datelines : 17th August to 21st October, 2010	
Receiving Project Offers from Host Organization	20th July, 2020
Allocation of Projects of Students	1st August, 2020
Reporting of Students at Organization	20th August, 2020
Draft report submission and presentations to Host Organization	19th / 20th October, 2020
Relieving of Students from Host Organization	21st October, 2020
Reporting at KSRM, debriefing with Faculty Guides and finalization of reports / presentations	2nd November, 2020
MTS Project presentations at KSRM	03rd - 04rd November, 2020
Submission of Final MTS Report at KSRM	10th November, 2020

The interested organizations may fill the attached MTS Project Offer Form and return it to KSRM with necessary project proposal details on or before **20th July, 2020**.

Management Traineeship Segment 2019-21: Salient Projects

Project Title: Value chain study of Mentha and Scoping study of Maize

Objective: The study was conducted under TechnoServe India and we had four main

Host Organisation: TechnoServe

Author: Sarbajit Bhattacharya & Sandeep Jha

Objectives: Analyse the Mentha value chain in Barabanki and Shravasti district, UP
Finalize the procurement model of Maize for Ekta kisan Seva Mandal in Kaisarganj district, UP
Identify the major key players in Agri- Inputs and market share of different varieties of seed.
Plan feasible business/ Marketing intervention for Mentha oil and Agri-Inputs for ML- Vikas Agro Producer Company Limited.



Project Title: Trade analysis of selected crops in major market of Odisha and recommendation for FarmX.

Host Organisation: FARMX (E-Farm Exchange Private Limited).

Author: Sikandar Munda.

Objectives: To find out the major potential of different market, channel partner and their turnover. To track daily arrivals of market and comparison with listed crops.
Identify supply chain from source to market and replicate the new packaging suggestions to avoid losses during transportation. Analyse the pricing strategy from source to consumer
Study the buying behaviour of the consumer for respective areas and listing down the various license involved in the whole chain



Project Title: Plastic Waste Management

Host Organisation: United Nations Development Programme

Author: Priyabrata Nayak

Objectives: The study was conducted under UNITED NATIONS DEVELOPMENT PROGRAMME; the project which was assigned is titled as 'inflow; outflow of dry wastes in 2 wards of Ghaziabad'. Project objective was to study flow of wastes from household level till Material Recovery Facility center & learn about different processes involved in recycling of plastic waste in material recovery facility centre.



KSRM Recruiters from 2013 - 2020

- | | |
|---|--|
| 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 | |



Faculty Profiles

KSRM Faculties



Prof. Nishith Parida

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



Prof. Damodar Jena

Ph.D. (Analytical and Applied Economics) Utkal
University, M.Phil. (Economics), University of Madras
Experience: 24 years+
Current Interest: Climate Change & Sustainable
Development, Micro & Macro Economic Analysis,
Development Research Methods
Email: damodarjena@ksrm.ac.in



Prof. Nirmal K Mandal

Pursuing Ph.D. (KIIT Deemed to be University)
PGDRM, IRMA, Anand, Gujarat
Experience: 25 years+
Current Interest: e- Governance, Public policy, ICT for
Development, Innovations in Rural development and
Enterprises
Email: nirmal@ksrm.ac.in



Prof. Srilata Patnaik

Ph.D. (Rural Management)
Xavier Institute of Management, Bhubaneswar
Experience: 12 years+
Current Interest: Sustainable Livelihoods,
Public Policy and Qualitative Research
Email: srilata@ksrm.ac.in



Prof. V. Venkatakrishnan

Dean, KIIT School of Rural Management
Ph.D. (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. Ganesha H S

Pursuing Ph.D. (KIIT Deemed to be University)
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: hsganesha@ksrm.ac.in



Prof. Prasanta Parida

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



Prof. Jyotiranjana Gochhayat

Ph.D. (IIT Kharagpur), M.Tech. (Human
Resources Development & Management, IIT
Kharagpur), B.Tech. (Agricultural
Engineering, OUAT)
Experience: 3 years+
Current Interests: Human Resources &
Organizational Behaviour, Leadership,
Workplace Well-beings
Email: jyotiranjana@ksrm.ac.in

KSOM Faculties



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. Piyusa P Das

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



Prof. Ritika Sharma

B.E. Food Tech(Panjab University)
PGD-ABM (IIM Lucknow)



Prof. Bhuwandeep

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



Prof. Buddhaditya Padhi

PGDM-AdCom, MBA (Marketing)
Ph.D (Pursuing)

Visiting Faculties

Dr L. K. Vaswani

Ph.D.
Former Director, IRMA & KSRM

Prof. S.K.Hota

Madhusudan Institute of
Cooperative Management

Prof. Sumita Sindhi

Assistant Professor -
IIM Sambalpur
FPM (XIMB, Bhubaneswar)

Mr. Gautam Pradhan

Executive Director
Harsha Trust, Bhubaneswar

Mr. R.K.Vemula

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

Mr. Vinit Kaler

Financial Technologies
Knowledge
Management Company
(FTKMC)

Mr. Krishna Kumar

Bank of Baroda

Mr. Kailash Chandra Gahir

PGDRM, IRMA
Chief Growth Officer
Milk Mantra



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SCHOOL OF RURAL MANAGEMENT

Krishna Campus No.7, At / Po: KIIT University
Bhubaneswar - 751024

For further Information Contact:

Prof. H.S.Ganesh

MTS Coordinator

Email: hsganesh@ksrm.ac.in

Mob: +91 80182 34738 / 70642 66791

Amrita Garabadu

Field Work & Placement Cell

Email: amrita.garabadu@ksrm.ac.in

Mob: +91 92373 20623

www.ksrm.ac.in