



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

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

SCHOOL OF RURAL MANAGEMENT

5th National **RURAL MANAGEMENT**

Konclave 2024

31st August 2024

Theme 1

Inclusive Rural Management in Viksit Bharat

Theme 2

Innovation & Adaptation in CSR

Context

Over the years, different development policies and programmes have brought a significant change in the life and livelihoods of people in rural India. However, the rural-urban divide in the socio- economic conditions of people has been increasingly noticed. Interventions in rural contexts still lack innovation and collaboration. Moreover, rural professionals get further challenged with uncertainty and risk aversiveness. Adaptation of technology, improvement of skill matching to the needs of the emerging market and cost-effectiveness in livelihood interventions continue to be the grey areas in rural India. Moreover, managing development links to multiple dimensions including education, health, environment, climate change, disasters, skills, and finance in contemporary times. In this context, the role of Viksit Bharat 2047 of Government of India which promises to transform India towards a new world order of development, seems to be very crucial.

Objective

The overall objective of the conclave is to bring the leaders from development and business sectors into a common platform and discourse on various challenges and way forward with special reference to 'Inclusive Rural Management in Viksit Bharat' and 'Innovation and Adaptation in CSR'.



Glimpses of 4th National Rural Management Conclave - 2023 at KSRM

THEME-1

Inclusive Rural Management in Viksit Bharat

The inclusive development with sustainability perspective in rural contexts have been challenged by the emerging complexities in the linkages among socio-economic, environmental and political, and governance dimensions of development. Moreover, it has been widely felt that development in rural contexts needs to be managed professionally with innovation and adaptation, collaboration, and risk management. The vision and initiatives of Viksit Bharat seem to have the potential to meet the aforesaid challenges.

In this context, the following questions need special attention:

- What are the important frontiers of inclusive rural management?
- How innovation and collaboration are vital for inclusive rural management?
- What are the challenges and prospects of rural management professionals in accelerating the process of Viksit Bharat 2047?
- What are the roles and possibilities of institutional mechanisms in Viksit Bharat 2047?
- In the context of SDGs, what are the challenges and prospects of rural management professionals in ensuring development with a sustainability perspective in rural areas?

THEME-2

Innovation and Adaptation in CSR

Corporate Social Responsibility (CSR) in India has gained significant attention in recent years due to the country's increasing focus on sustainable development and the role of businesses and the corporate sector in achieving this goal. Many a corporates engage themselves in CSR initiatives mostly to enable the rural community in accessing quality education, health care services, better livelihood skills and opportunities, conserving the natural resources, protecting environment and biodiversity and the local culture and values. The role of CSR has been observed to be phenomenal in covering the last mile development and bringing happiness to those, who are otherwise not able to take care of themselves.

However, the following questions, in this context, need special attention:

- What are the professional challenges and way forward in enabling rural households to their sustainable livelihoods, access quality education and health care services, conserve natural resources, and protect biodiversity through CSR?
- What are the key dimensions and way ahead in ensuring collaboration, innovation and technology adaptation through CSR in the rural economy?
- What are the important mechanisms of supporting and co-creating in rural areas that need focused attention?
- How the CSR program can play a key role in overall rural development in achieving SDGs?



About KIIT

Kalinga Institute of Industrial Technology (KIIT), a household name in the education sector today. It has become a sought-after destination in India for professional studies. It is admired for the quality of its academic courses, its community outreach work and a university of compassion and humanitarianism. KIIT started in 1992-93 as an Industrial Training Institution. However, 1997 is considered the base year for the University. Today, KIIT offers professional education to around 40,000 students from across India. This includes 2000 international students from 65 countries. The alumni of KIIT, over a lakh of them, have made their mark in their respective careers in academics, corporate organizations, civil services and enterprise.

Dr. Achyuta Samanta, the Founder of KIIT and KISS, who started the institute with all of INR 5000 as the initial investment. The modest institution is spread over a vast 25-sqkm academic township. Its 25 lush green campuses employ over 2500 eminent faculty and researchers and 15000 staff. KIIT is ranked in the cohort of 601-800 in the Times Higher Education 'World University Ranking'. KIIT has been accredited with an A++ grade by the National Assessment and Accreditation Council (NAAC) with an all-India 16th rank by the NIRF, Ministry of Education. It has also been the top university for innovation among private institutions. It has been ranked among the top 151-200 universities in the world as per the Times Higher Education Young University Ranking 2022.



About KSRM

KIIT School of Rural Management (KSRM), caters to the needs of the rural enterprises, rural development organizations, voluntary sector and corporate houses with rural business interests across India. It was established on 20th November 2006 by Dr. Achyuta Samanta, Founder KIIT and KISS group of institutions and Late Dr. Verghese Kurien, Father of the White Revolution in India to offer MBA (Rural Management) for personnel engaged in rural sectors. Its flagship programme, MBA (Rural Management) was launched in 2007 and similarly MBA (Agri-Business Management) in 2019. Besides these, the school is also offering other programmes like, Post-Graduate Diploma in Community Development (PGD-CD) and Ph.D.



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

Campus 17, KIIT Deemed to be University, Patia, Bhubaneswar - 751024

For further information please Contact:

Prof. Damodar Jena
Convener
✉ damodarjena@ksrm.ac.in
95564 30163

Prof. Debasish Mohapatra
Co-Convener
✉ debasish.mohapatra@ksrm.ac.in
+91 70709 92554

Prof. Surendra Jena
Co-Convener
✉ surendra.jena@ksrm.ac.in
9771430270