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

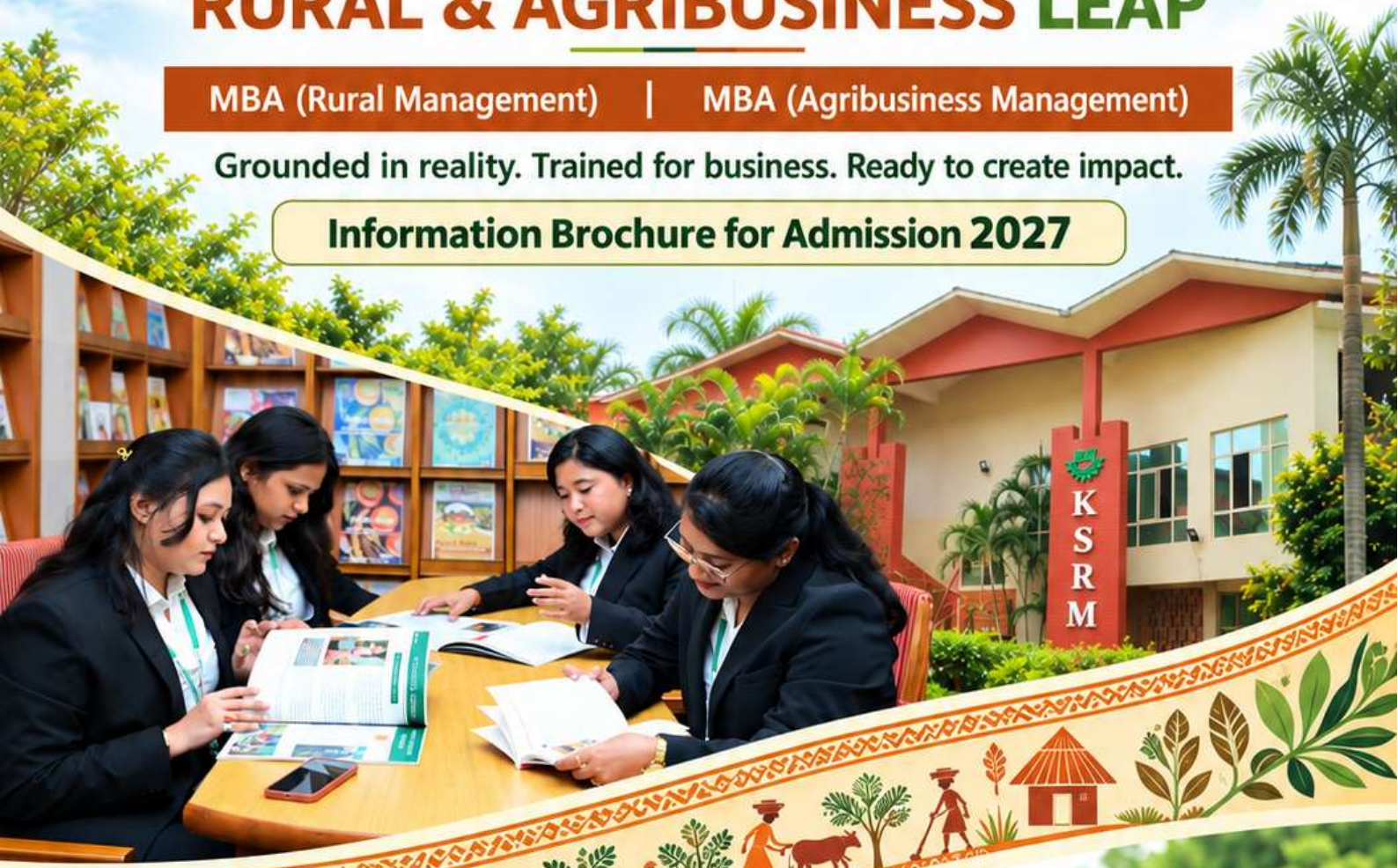
KSRM

YOUR NEXT
RURAL & AGRIBUSINESS LEAP

MBA (Rural Management) | MBA (Agribusiness Management)

Grounded in reality. Trained for business. Ready to create impact.

Information Brochure for Admission 2027





BEGIN YOUR JOURNEY AT ONE OF INDIA'S TOP UNIVERSITIES



Partner with **KIIT** to build a **sustainable and inclusive future** with future-ready talent.

HOLISTIC DEVELOPMENT
Academics, research sports, culture and social responsibility

SUPERIOR INFRASTRUCTURE
World-class campus cutting-edge facilities and a vibrant learning ecosystem

SUSTAINABLE GROWTH
Driving innovation inclusion and a greener tomorrow

From campus to communities from classrooms to global platforms

NATIONAL AND INTERNATIONAL RANKINGS

Where KIIT stands out

501–550 in the World
Times Higher Education World University Rankings 2027

4th in India
No. 1 in Eastern India
Times Higher Education World University Rankings 2027

169th in Asia
KIIT's current position in the Times Higher Education Asia University Rankings 2026

30 SCHOOLS
Across diverse disciplines

NATIONAL AND INTERNATIONAL ACCREDITATION

Globally benchmarked. Future ready.

NAAC A++ Grade

NBA Tier 1

ABET, USA Accredited

IET, UK Accredited

QS STARS 5 Stars

QS I-GAUGE Platinum

UGC Recognised

KIIT ATHLETES AT THE ASIAN GAMES 2026

Sporting talent. Global impact

20th Asian Games Aichi-Nagoya 2026

21 MEDALS
HIGHEST TALLY BY ANY INDIAN UNIVERSITY AT THE 2026 ASIAN GAMES

3 GOLD | **7 SILVER** | **11 BRONZE**

Our athletes continue to make India proud showcasing excellence discipline and the KIIT spirit on the global stage





OUR FOUNDER

Prof. (Dr.) Achyuta Samanta

EDUCATION | EMPOWERMENT | A BETTER TOMORROW

A visionary educationist and philanthropist, Prof. (Dr.) Achyuta Samanta, founder of KIIT and KISS, has transformed lives through education, healthcare and vocational training, empowering **80,000 tribal students** and **40,000 KIIT students**. He established KIMS, a state-of-the-art hospital, and has worked tirelessly to combat illiteracy, malnutrition and human trafficking.

Recipient of **76** honorary doctorates, numerous national and international awards, including the ISA Award for Service to Humanity, and the highest civilian honors from Mongolia and Bahrain, Prof. Samanta embodies the power of education and social change. **Since 1987, he has dedicated his life to the vision of Zero Poverty, Zero Hunger, and Zero Illiteracy.**

MESSAGE FROM THE DIRECTOR

Prof. Sarbeswar Mohanty

DIRECTOR, KSRM



Greetings from KIIT School of Rural Management, KIIT University.

At the KIIT School of Rural Management (KSRM), we are dedicated to developing future-ready leaders for rural and agribusiness management. Supported by world-class infrastructure, strong multidisciplinary resources and a technology-enabled learning environment, KSRM offers a solid foundation for impactful careers in these rapidly evolving sectors.

Our flagship programmes – **MBA (Rural Management)** and **MBA (Agribusiness Management)** – are among the finest in the country. Designed in line with industry and societal needs, these programmes emphasize experiential learning through extensive field immersion, live projects and hands-on industry exposure, ensuring that our graduates are professionally competent and industry-ready.

At KSRM, learning extends beyond academics. A vibrant campus life, modern residential facilities and active student clubs provide ample opportunities for holistic development, encouraging students to grow as confident well-rounded individuals.

We invite you to explore KSRM as a transformative journey that blends academic excellence, practical exposure and personal growth – preparing you to make a meaningful difference while building a fulfilling career.

Prof. Sarbeswar Mohanty
Director, KSRM

MANAGEMENT THAT UNDERSTANDS THE GROUND



India's food, agriculture and rural economy connect millions of producers, enterprises, communities, consumers and institutions. They need managers who can **connect markets, technology, people and execution.**

At KSRM, you learn to understand the context, analyse the challenge and build solutions that work in the real world.

TWO GROWTH ENGINES. ONE BRIGHT FUTURE.

Large markets. Expanding opportunities. Real societal impact.

AGRIBUSINESS MANAGEMENT

Feeding a growing India. Connecting farms to markets.

16–17%
Share in India's GDP
Agriculture, allied and related sectors (2023–24, MoSPI)

US$ 600+ Bn
Indian agribusiness market size
Expected to reach US$ 1.1 trillion by 2030 (CAGR 8–10%)

US$ 24 Bn+
India's agri and processed food exports (2023–24, APEDA)

35 Mn+
Employment in agri and allied sectors (PLFS 2022–23)

RURAL MANAGEMENT

Inclusive growth. Stronger communities. Sustainable futures.

68.9%
India's population lives in rural areas (Census 2011; ~65% in 2024, MoSPI estimates)

₹16–18 Lakh Cr
CSR spending in India (cumulative 2014–24) (MCA data)

US$ 325 Bn
India's Green Economy opportunity by 2030 (NITI Aayog)

9.2%
Social impact sector growth (CAGR 2023–28) (EY Insights)

WHY THIS JOURNEY?

Specialised education. Practical exposure. Meaningful careers.

Specialised management education
Unique focus on rural and agribusiness contexts beyond general management

Field exposure, live projects and industry interaction
Learn from real challenges with communities, enterprises and institutions

Diverse career pathways
Across business, agriculture, development, CSR, ESG, sustainability and social impact

A focus on responsible leadership
Create sustainable, inclusive growth for businesses, communities and the environment

CAREER PATHWAYS FOR A BETTER TOMORROW

Make a difference. Build a fulfilling career.

AGRIBUSINESS & FOOD VALUE CHAINS

- Agri-inputs & services
- Food processing & FMCG
- Agri supply chain & logistics
- Agri-fintech & rural markets
- Export & agri-trade

RURAL DEVELOPMENT & LIVELIHOODS

- Development organisations
- Government programmes
- NGOs and social enterprises
- Livelihood and skilling projects
- Rural finance & microfinance

CSR, ESG & SUSTAINABILITY

- Corporate CSR teams
- ESG and sustainability roles
- Impact assessment & reporting
- Climate action & carbon projects
- Inclusive business models

CONSULTING & RESEARCH

- Management consulting
- Impact consulting
- Market and sector research
- Policy research & advisory
- International development

GOVERNMENT & MULTILATERAL ORGANISATIONS

- Central and state government
- PSUs and rural development agencies
- Multilateral organisations (World Bank, IFAD, UN, etc.)
- Policy and programme management

SOCIAL ENTERPRISES & IMPACT VENTURES

- Start-ups in agri and rural space
- Social enterprises
- Impact investing
- Circular and green economy initiatives
- Technology for social good

BE PART OF A GROWING, PURPOSE-DRIVEN WORLD

Stronger Communities · Thriving Enterprises · A More Sustainable India

KSRM
AT A GLANCE

Building managers for inclusive growth, sustainable business and rural transformation

Established on 20th November 2006 with the visionary support of **Dr. Verghese Kurien**, Father of the White Revolution, and **Dr. Achyuta Samanta**, Founder of KIIT, KISS and KIMS, KSRM prepares future-ready professionals to create value for businesses, communities and a more sustainable future.

WORLD-CLASS INFRASTRUCTURE

A vibrant campus within KIIT University, Bhubaneswar, with modern classrooms, well-equipped library, digital resources, and dedicated spaces for research, innovation and collaborative learning.

STRATEGIC PARTNERSHIPS & MoUs

Collaboration with leading national and international organisations, corporates, development agencies, trade bodies and academic institutions.

World Bank | WaterAid | NDDB | MSSRF | Reliance Foundation | CII Young Indians | World Trade Centre Mumbai | Bengal Chamber of Commerce | Practical Action | Institute of Constitutional and Parliamentary Studies | and many others

RESEARCH, CONSULTING & FIELD ENGAGEMENT

Work with government bodies, NGOs, international agencies and corporates on live projects, research and consulting in agriculture, livelihoods, sustainability, water and sanitation, land governance and community development.

MANAGEMENT DEVELOPMENT PROGRAMMES (MDPs)

Capacity building for corporates, government departments and development organisations.

Annapurna Finance Private Limited | Ambuja Foundation | CICTAB (International Programme) | NCUI | and many other corporates, government organisations and NGOs

A STRONG AND GROWING ALUMNI NETWORK

A large and active network of alumni across public, private and non-governmental organisations, as well as entrepreneurship, contributing to rural development, agribusiness, sustainability and social impact in India and abroad.





WHAT KSRM GRADUATES BRING TO THE WORKPLACE

Translating academic learning into real-world value for your organisation.

Strategic Perspective

See the bigger picture and align actions with long-term goals

Market Insight and Customer Focus

Understand markets, customets and emerging opportunities

Data-driven Decision Making

Use data and evidence to generate insights and make sound decisions

Execution Excellence

Plan, coordinate and deliver projects effectively

Stakeholder Collaboration

Engage and work with diverse stakeholders to create shared value

Impactful Communication

Convey ideas clearly, listen actively and influence with purpose

Analytical Problem Solving

Analyse complex situations and develop practical solutions

Responsible Leadership

Act with integrity, consider sustainability and contribute positively to society

Ready to learn. Ready to execute. Ready to contribute.



THE KSRM EDGE

MORE THAN A MANAGEMENT DEGREE

QUALIFIED & EXPERIENCED FACULTY

Academic expertise combined with practical perspectives

PROGRESSIVE LEARNING

Case methods, simulations, role plays, workshops and interactive learning

UNIQUE CURRICULUM & PEDAGOGY

Specialised knowledge beyond conventional management education

EXPERIENTIAL LEARNING

Field immersion, live projects, internships and real-world assignments

ROBUST INDUSTRY ENGAGEMENT

Conclaves, industry interactions, mentorship, projects and guest sessions

CAREER DEVELOPMENT

Structured support to build professional competence and workplace readiness

THE KSRM DIFFERENCE

KNOWLEDGE + CONTEXT + EXPERIENCE + EXECUTION



GROUND → BUSINESS → IMPACT

From real-world understanding to business solutions for a better tomorrow.

GROUND

- Field immersion
- Rural exposure
- Community interaction
- Agricultural ecosystem

BUSINESS

- Marketing
- Finance
- Supply Chain
- Strategy
- Analytics
- Entrepreneurship

IMPACT

- ESG
- CSR
- Sustainability
- Inclusive growth
- Responsible leadership

> ***Students learn to understand the problem before they attempt to solve it.***

THE KSRM LEARNING MODEL

EXPRESS. EMBRACE. EVOLVE.

EXPRESS

Learn to articulate ideas, analyse situations and communicate with confidence.



EMBRACE

Engage with diverse perspectives, communities, organisations and real-world challenges.



EVOLVE

Convert knowledge and experience into professional competence, leadership and impact.



OUR LEARNING GOES BEYOND THE CLASSROOM

- Case Discussions
- Business Simulations
- Role Plays
- Live Consultancy Projects
- Field Assignments
- Internships
- Industry Interactions
- Workshops
- Student Research

LEARN BY DOING. GROW BY ENGAGING.

INDUSTRY ENGAGEMENT AT KSRM

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.

TYPES OF INDUSTRY CONNECT PROGRAMS AT KSRM

- Guest Lectures and Workshops by Industry Experts
- Consultancy & Industry Projects
- Mentorship Programs
- Rural Management & Agribusiness Focused Conclaves
- Internships
- Industry Visits

KONCLAVE @ KSRM:

Igniting Minds, Inspiring Networks, Creating Insights

We had three conclaves in 2026, ABM Konclave, RM Konclave and HR Conclave.

INTERNATIONAL MDPS

Exposure to global perspectives through international Management Development Programmes (MDPs).

MOUs

Collaborations and MOUs with major industry players.

RECRUITER ECOSYSTEM

Build confidence through the wider KSRM industry network.



Agribusiness and Food Processing



OUR RECRUITERS INCLUDE

adani wilmar | BharatRohan | bigbasket | BigHaat | BISK FARM

CP FOODS INDIA | DeHaat | Dukes | DVARA E-REGISTRY | FARM ANGEL

Amul | ITC | milky mantra | OUR FOOD | Reliance RETAIL

TANMONDIAL | udaan | VEGROW | ETG | JUBILANT CONSUMER

arya·ag | SAFEXPRESS

Agri Input



OUR RECRUITERS INCLUDE

BAYER | Centor | Crystal | EAST-WEST SEED | Farm (x)

FERTIS | NUZIVEEDU SEEDS | PAN | PI Industries | SEEDWORKS

SINOCHEM | SAVANNAH | RASI SEEDS | VNR SEEDS | Kaveri Seeds

Zydex | Ichiban | mahyco | CORTEVA agroscience | Indogulf Cropsciences | Katyayani® Organics

RECRUITER ECOSYSTEM



Build confidence through the wider KSRM industry network.

Banking and Financial Services

Bandhan Bank | HDFC BANK | ICICI Bank | YES BANK

TATA CAPITAL | Annapurna Finance | AVANTI FINANCE | BFIL | RBL Finserve

sammunati | Satya MicroCapital | Satin Creditcare Network Limited | SEEDCAP | Utkarsh Small Finance Bank

Muthoot Finance | Midland Microfin | Navadhan Capital | Pragati FinServ

Spandana Spoorthy | Techfino | IDBI BANK | Vistaar | IDFC BANK

Non-Profit Organizations

Access Development Services | AKRSP | CAPMAS

BAIF | Vasundhara

CYSD | dhan FOUNDATION | DILASA

DRISHTEE | FFES | GVT

Harsha Trust Partners in Positive Change | Mahashakti Foundation | Mrida Group

PRADAN | Praytna | Srijan

SSK | Gram Vikas

CSR and International NGOs

Ambuja Cement Foundation | Deepak Foundation | ITC CSR | JINDAL STEEL | Reliance Foundation

syngenta Foundation | Solidaridad | TATA TRUSTS | TechnoServe | UNDP

Bajaj Foundation

Government / Development ecosystem

JEEVIKA | JSLPS | MSRLM | NAFED | NABFINS

NCML | NDDB Dairy Services | OMM (WASSAN) | ORMAS | OLM

OTDS | APCNF

Consulting

Palladium | Project Concern



PLACEMENT HIGHLIGHTS

Strong Industry Connect. Meaningful Careers.

100%
Placement

Highest CTC:
11 LPA

Average CTC:
6.5 LPA

58
Companies
has visited last year.

Diverse Sectors
Across agriculture, rural development and mainstream business

Industry Exposure
Through live projects, internships and placements

A Growing Network
of leading organisations in India and beyond

Purpose-Driven Opportunities
Creating meaningful careers for a better tomorrow

ALUMNI & INDUSTRY VOICES

Real Experiences. Lasting Impact.





"KSRM nurtures future leaders in agriculture and rural development by combining academic learning with practical exposure through field immersion, live projects, internships, and collaborations with grassroots organizations.

Mr. Satyender Singh
CEO, Crystal Crop Protection Ltd.

"KSRM develops socially responsible leaders through experiential learning, grassroots engagement, and sustainable practices, equipping them with vision, competence, and empathy to drive inclusive rural transformation.

Mr. Ashish Mondal
Founder Trustee, ASA





"KSRM has truly set a benchmark in developing socially responsible and professionally competent leaders for the development sector. The blend of academic rigor, field immersion, and practical exposure ensures that students graduate with not only strong theoretical foundations but also a deep understanding of grassroots realities.

Dr. Bharat Kakade
President and Managing Trustee, BAIF Development Research Foundation

"KSRM's unique pedagogy—field immersion, live projects, and industry collaboration—produces graduates who strengthen India's agri-business ecosystem and add value to organizations in agriculture, rural development, and allied sectors.

Mr. Sharad Khurana
Chief Strategy Officer, Nuziveedu Seeds Ltd.





"Being from the first batch, we learnt a lot from KSRM, from innovative approaches to co-create a learning environment. None of this would be possible without the assistance of all faculty members and management. Proud to be part of the KSRM family!

Mr. Sunil Kumar
Head CSR, ACG Worldwide

"Academics and field exposures provided by KSRM has helped me lot to ideate my learnings in the corporate sector; provided with the best industry and field experiences through internships; and the most supportive faculites to guide.

Anshuman Das
Sales Effectiveness Manager (Central Cluster)
Seedworks International Pvt Ltd





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

KSRM

YOUR NEXT RURAL & AGRIBUSINESS TALENT POOL

Not just management graduates.
Managers who understand the ground.

Faculty Incharge Placement
MBA (Rural Management)
Prof. Surendra Jena
+91 9771430270

Faculty In charge Placement
MBA (Agribusiness Management)
Prof. Nirmal K. Mandal
+91 98499 00766

Placement Office
KIIT School of Rural Management
KIIT Deemed to be University
Bhubaneswar, Odisha, India

placement@ksrm.ac.in
www.ksrm.ac.in

Contact Us
KIIT School of Rural Management
Campus-17, KIIT Deemed to be University, Bhubaneswar-24

ENGAGE WITH KSRM

PLACEMENTS • INTERNSHIPS • LIVE PROJECTS • CONSULTING • MENTORSHIP • INDUSTRY INTERACTIONS