



# XIM UNIVERSITY



## CAMPUS ENGAGEMENT DOCUMENT 2023

### SCHOOL OF RURAL MANAGEMENT

# ABOUT XIM UNIVERSITY

Inspired by the Jesuit spirit of 'Magis,' which is Latin for 'more,' XIM University is a premier institute recognized globally, with over 31 years of experience in grooming managers who are ready to take up challenging roles in the industry.

Evolved from Xavier Institute of Management, Bhubaneswar, XIM University, provides a vibrant and visible research environment to its students to establish a sound research culture and a habit of intellectual leadership for the nation.

# VALUES



# SCHOOL OF RURAL MANAGEMENT

The almost 28-year-old PGDM - Rural Management programme of XIM University, has evolved into a school, branded as School of Rural Management. The School of Rural Management of XIM University, is dedicated to developing committed professionals with the contextual understandings, specialized management knowledge and skills necessary to address the unique challenges faced by the institutions/organisations engaged in rural development in the country.

The curriculum gives a plethora of opportunities to have an interactive and invasive approach which allows the student to become critically and analytically aware Rural Managers. The program broadens the understanding of the development process and various other interventions to enhance the ability to be committed in the welfare of the community and have a deep-rooted perspective regarding the working of the institution and how further one can contribute in future that would help in the upliftment at a grass-root level allowing one to understand the intricacies and the importance of Rural Area, and the pertinent issues that need to be addressed to have holistic development of the Country.

## PROGRAMME DESIGN AND KEY COURSES

The programme has been designed for the students to get real-time practical knowledge of the corporate environment along with exposure and understanding of the rural domain, creating empathetic and compassionate managers of tomorrow.

### Finance

- Financial Reporting and Analysis
- Accounting and Decision Making
- Rural Finance Institutions and Services
- Financial Management
- Micro Finance Management
- Commercial Banking for Rural Management
- Commodity Markets and Derivatives

### Development Approaches

- Co-operative Management
- Societal Analysis and Development Alternatives
- Social Entrepreneurship
- Rural Production Livelihood Systems
- Community Mobilization and Institution Building
- Gender Issues in Development

### Policy and Governance

- Rural Development Administration
- Micro Planning
- Rural Environment and Public Policies
- Corporate Social Responsibility
- ICT for Development

### Business Development and Marketing

- Rural and Inclusive
- Marketing-Market Research
- Sales and Distribution Marketing
- Consumer Behaviour in Rural Markets
- Agriculture Output and Food Marketing
- Agriculture Input Marketing

### Immersion Courses

- Contemporary Issues in Banking
- Digital Marketing Trends & Strategies Dairy Development

## VISION

To be a leading global Jesuit university, innovative in academia, grooming compassionate and resilient leaders to lead organizations for a just, equitable and sustainable society

## MISSION

In the spirit of Magis, XIM University strives to:

- Promote innovation in learning and the total ecosystem.
- Nurture multidisciplinary thinking and lead next practice research.
- Serve society by empowering all sections of society.
- Lead digital thinking in social and developmental issues.
- Establish trust in the higher education arena.



## LEADERSHIP TALK SERIES



Mr. Brajesh Choudhary  
Senior General Manager  
(Corp. CSR) and Head of  
Group CSR Operations at  
SUN PHARMA



Mr. Raju Sharma  
Director of Corporate  
Social Responsibility,  
IndiGo (Interglobal  
Aviation Ltd) CSR



Mr. Balachandran M K  
Head - Rural Retail &  
Microinsurance,  
SBI General Insurance



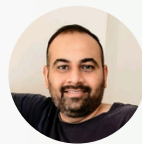
Mr. Praful Ranjan  
Sr. Vice President Sales,  
Finova Capital



Mr. Shirish Chandra Panda  
Business Head- Microfinance  
Tata Capital



Mr. Yelesh Sayala  
Zonal Business Manager  
Our Food Pt. Ltd.



Mr. Jignesh Thakkar  
Director of CSR and  
Sustainability  
KPMG



Miss Ruma P  
Assistant Manager  
KPMG



Ms. Gayatri Devi Kalyanaraman  
Sr. Vice President, Agile and  
Digital Transformation Lead in  
DBS Bank



Mr. Sandeep Pareek  
Regional Sales Manager  
Jharkhand, Odisha & NE  
Parle products pvt. Ltd



Rakesh Kawde  
Vice President  
Weikfield



Parul Soni  
Founder and Global  
Managing Partner  
Thinkthrough Consulting

## ABHIVYAKTI SERIES



Mr. Saikat Basu, CEO  
and Chief Mentor, at  
Consultivo



Mr. Prasanta Biswal,  
Director and Business  
Corporate Relations at  
JSW Foundation



Mr. Mohit Baguguna,  
Vice President,  
Head, PNB Met Life



Ms. Dipti Sharma, Vice  
President,  
Conglomerate and  
Corporate Group, Kotak  
Mahindra Bank



Mr. K.R Saxena, AVP at  
Rallis India Ltd



Mr. Subodh Gupta  
Kumar Gupta, Chief  
Marketing Manager at  
Dhanuka Agritech



Mr. Abhay Pathak,  
Head of Modern Trade  
at Hector Beverages  
(Paper Boat)



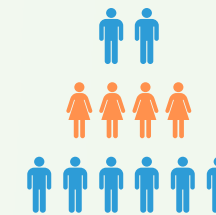
Mr. Om Prakash Singh,  
Business Head,  
Financial Sector,  
Mahindra Insurance  
Broker



Mr. Amit Jawar  
Business, Head of  
Dabur India Limited

## BATCH PROFILE (2022-2024)

### BATCH SIZE



No. of Students  
57

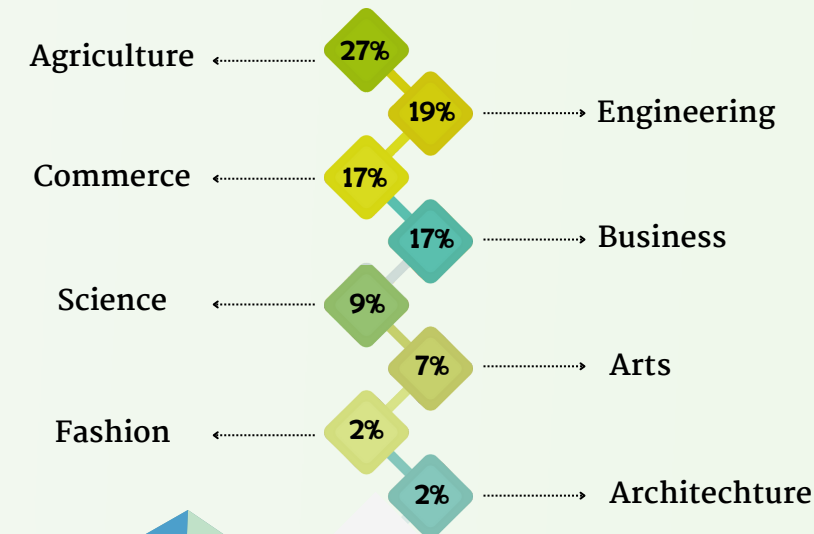
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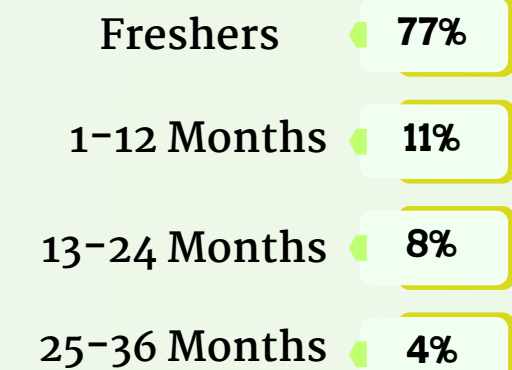
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### ACADEMIC DIVERSITY



### WORK EXPERIENCE



# SUMMER INTERNSHIP PROGRAMME

## (Batch of 2022-2024)



# ANNUAL CAMPUS HIRING 2022

## (Batch of 2021-2023)



## CAREER ADVISORY SERVICES

### DEAN

**Prof. Niraj Kumar**  
Mobile : +91- 9437012962  
E-mail : niraj@xim.edu.in

### FACULTY ADVISOR

**Prof. S S Singh**  
Mobile : +91-9437212805

**Prof. Pradeep Kumar Mishra**  
Mobile : +91-9437193088

**Prof. T Kumar**  
Mobile : +91-9178251586

### CAS OFFICERS

**Ms. Jigisha Das**  
Mobile: +91-9861394422  
Phone: +91-6742377775  
Email: jigisha@xim.edu.in

**Ms. Seetara Rath**  
Mobile: +91-8895440300  
Phone: +91-6742377860  
Email: seetara@xim.edu.in

### STUDENT TEAM

**Nayanika Ghosh**  
Coordinator  
+91-7405135613

**Tanuja Joshi**  
Executive Member  
+91-8874549471

**Chinmay Kumar Sahoo**  
Executive Member  
+91-8847811061

**Kaushiki Gupta**  
Executive Member  
+91-8895120815

**Vijay Raj Satapathy**  
Executive Member  
+91-9337449330

**Nallakaluva Amarnath Reddy**  
Executive Member  
+91-8008791481





Career Advisory Services

**XIM UNIVERSITY**

New Campus, Plot No. 12(A),  
Nijigada, Kurki, Harirajpur - 752050

Dist: Puri, Odisha

Phone : +91 6742377775

Email : [srm\\_cas@xim.edu.in](mailto:srm_cas@xim.edu.in)

Website : [www.srm.xim.edu.in](http://www.srm.xim.edu.in)