



Indian Institute of Plantation Management Bengaluru
(An Autonomous Organization of the Ministry of Commerce & Industry, GOI)

NATIONAL SEMINAR
On
Innovative Management Strategies in Agriculture and Business
28th and 29th January 2021

Keynote Speakers

Padma Shri Y S Rajan

Scientist (Rtd), ISRO, Co-Author & closely worked with Dr Abdul Kalam, Chairman, BOG, NIT, Manipur, Adviser to Punjab CM

Prof. Mithileswar Jha

Professor of Marketing (Rtd) IIM Bangalore founder-chairperson of the entrepreneurship centre at IIMB, Co-Author highly acclaimed marketing text book with Philp Kotler

Sponsored by

Indian Council of Social Science Research
(ICSSR), New Delhi



Indian Council of Social Science Research

Seminar Venue

INDIAN INSTITUTE OF PLANTATION MANAGEMENT,
(An Autonomous Organization of the Ministry of Commerce & Industry, GOI)
Jnana Bharathi Campus, P.O. Malathalli
Bengaluru 560056

Registration Fee

Registration fee to be paid by DD in favor of IIPM BENGALURU.
Registration fee includes seminar kit, working lunch and snacks.

Industry / R&D	Rs.1200
Research/ Academicians	Rs. 700/-
Scholar/Students	Rs.500/-

For Digital Payment

Bank Name : United Bank of India
Bank Branch : IIPM Campus Branch, Bangalore
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Publication:

The selected papers will be published in edited book with ISBN.
UGC Care publication optional with Additional charges

Paper Submission Guidelines

- Manuscript must be original and should not have been published previously any where
- Manuscript should follow the one column format
- Manuscript must be written in English using MS-Word
- Only "Times New Roman" font should be used 12, Title should be capital letters font size 14, Line space should be 1.5, Margins Normal, and Document should be in A4 size.
- Manuscript should contain maximum of 8 pages. Extra will cost at Rs 500/ per page.
- Maximum number of authors allowed is 3 (separate registration for co-authors)
- Cover page to provide title of the paper, author(s) name, designation, address and contact details, including E-Mail id.
- **Plagiarism** should be less than or equal to 15%.
- All papers should be emailed to **seminaricssr.iipmb@gmail.com**

IMPORTANT DATES:

Submission of Full Paper	25 th January 2021
Submission of Registration form	25 th January 2021



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Two Day National Seminar on
Innovative Management Strategies in Agriculture and Business
28th & 29th January 20201
REGISTRATION FORM

1. Name:
2. Designation:
3. Address:
4. Mobile No:
5. Email ID:
6. Title of paper:
7. UGC Publication require: Yes () No ()
8. Accommodation Required: Yes () No ()
9. Payment Details:
DD Online
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Signature

About the Institution:

Indian Institute of Plantation Management (IIPM) Bangalore, an autonomous organization of the Ministry of the Commerce and Industry, Government of India, established in 1993, to facilitate management education, training and research & consultancy for plantations and associated agri-business sector. It is co-promoted by the Commodity Boards of India and Agri-Plantation Associations & Industries. IIPM has international educational membership with the Association to Advance Collegiate Schools of Business (AACSB-USA) & the European Foundation for Management Development (EFMD-Brussels) and Permanent Accreditation from Higher Learning Accreditation Commission of Texas (HLACT-USA). IIPM has been recognized by AICTE-MHRD-Gol as a technical institution and its PGDM-ABPM Programme is accredited by National Board of Accreditation (NBA), New Delhi and accorded MBA Equivalence by Association of Indian Universities (AIU) –New Delhi. IIPM is serving as a premier National Institute focusing in the field of commodity plantation & associated agri-business management education.

About the Seminar:

The integrity of knowledge that emerges from research is based on individual and collective adherence to core values of objectivity, honesty, openness, fairness, accountability, and stewardship. Integrity in science means that the organizations in which research is conducted encourage those involved to exemplify these values in every step of the research process. Understanding such dynamics that support – or distort – practices that uphold the integrity of research by all participants ensures that the research enterprise advances knowledge. Current trends in research & development in the management education are discovering and enumerating date for emerging issues, especially for agriculture and business management sectors of developing nations due to a primary occupation of agriculture and providing enormous employment and livelihood system. Agricultural research system should link with business and management, later design and develop Innovative business models and strategies for sustainable agriculture to attract the youth to choose agriculture as profession. In India youth population is emerging, and every year lakhs of graduates coming-out from the colleges, agriculture and allied sectors will absorb a huge number by applying the innovative models and strategies in the different field of agriculture viz., production, marketing, finance, processing, harvesting, branding, supply chains, operations, AI & ICT etc. Our conference will impact on the society in solving different problems, like food security for the large population, increasing the productivity, reducing the wastage, increasing the farmer's income, enhancing the employment opportunities through the contributor's innovative strategies, and identifying disruptive innovations.

This seminar serves as platform to the Academicians, research scholars, practitioners, policymakers and students to build the networks and perform the multidisciplinary policy & development research and thereby exchange the knowledge and ideas both national and global perceptive.

The conference will include following Tracks (but not limited to)

Agri-Business and Food Processing

Innovative Business strategies in Agri business, Innovative business Models, Prospects and problems, Role of FPOs, Role of cooperatives / FPO companies, Agriculture role in Economic Development, Agri-prenuership, Role of NGOs, Emerging trends in food processing and Packaging, Advances in food safety system and recent quality management techniques, Innovative Product development in Food industry and disruptive innovation.

Science and Technology in Business and Agriculture areas

IT enabled Business Processes, E-commerce, E-Business, E-Governance, Role of ITC in remunerative prices to the farmers, Role of IT in Agriculture, ICT interventions in Agriculture, Future opportunities & problems in agriculture, ICT interventions in Production, Marketing and Finance, Wireless Communication & mobile computing, ICT & Cyber technology, Digital transition in India, etc.

Entrepreneurship & Management

Innovation and Entrepreneurship, Technology as Driver for Entrepreneurship, Entrepreneurship Ecosystem, Role of Educational Institutions fostering Entrepreneurship, Contemporary issues in Management, Management Strategies in the different sectors, etc.

Marketing

Contemporary Marketing Strategies, Green Marketing, Retail Marketing, Rural Marketing, Role of Marketing in Doubling Farmers Income, Agriculture Marketing, Branding in Agriculture, Marketing Challenges and opportunities, etc.

Finance

Financial Technology innovations, financial modeling, Banking innovations, Accounting. etc.

Human resource Management

HR Analytics, Talent Management, Performance Appraisal and Compensation management, Green HR.

Operations and Supply Chain Management

Procurement, Warehouse, SCM Strategies, Transportation and Supply chain models, Supply chain network design.

Retail Management

E-retailing, Private brands, FDI in retail, Agri food retailing, and Retail business models.

The topics that extent beyond the above thematic areas but within the ambit of the seminar theme will also be consider for inclusion in the seminar.

All Correspondence May Be Sent

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Seminar Organizing Committee:

All Faculty Members, IIPMB.

For further details please contact:

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Website: www.iipmb.edu.in

Accommodation:

Accommodation may be arranged with advance request and payment nearby the Institute.

No TA/DA will be given to the Paper Presenters /Participants

