



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

EPCP-ABPM

PROFESSIONAL CERTIFICATE PROGRAM IN  
AGRIBUSINESS & PLANTATION MANAGEMENT

(A UNIQUE PROGRAM FOR EXECUTIVES AND ENTREPRENEURS WHO WISH TO LEAD )

2<sup>nd</sup> BATCH 2023

P	Profesionalism
E	Execution Excellence
R	Resilience
F	Frugal Outlook
O	Openness to Learn
R	Resourcefulness
M	Multifocal Emphasis

# Program Overview

E-Mode Professional Certificate Program (ePCP) in Agribusiness Management is an 11 month certificate program that will be conducted in a virtual interactive learning mode on evenings and weekends, immersion of off-line and on-line interactions. The objective of the program is to impart management education for working professionals who wish to be business leaders. The course is imparted through virtual classroom sessions, consultative seminars and live projects and business plan development to enable the participants to enhance their efficiency and provide opportunities to enhance their growth potential and be ready for change management in the agriculture, plantations, horticulture and allied (APHA) sector.

IIPM set up at the initiative of the Ministry of Commerce and Industry, Government of India, is the only world renowned academic institution to offer postgraduate programs in agribusiness, plantation and food management. IIPM's mandate is to create a unique pool of talented professionals in the domain and provide career advancement opportunities to its student's. IIPM offers a range of sector-specific courses to meet the requirements of industry. The faculty carefully craft curriculum and develop effective Assurance of Learning (AoL) resources and best practices.

The program will help the participants improve their managerial and leadership skills with the right mindset, network, and foresight to make that career leap. Furthermore, relate theory to practice, discover skills for entrepreneurship, and the successful business.



## Key Takeaways from the Program

- Award of Certificate from a prestigious National Institute- IIPM
- Knowledge and skills to enhance career development prospects
- Inputs from national and international academicians and agribusiness experts
- Lifetime membership in the IIPM Alumni network
- Expertise in creating business plans for current and future businesses

## Our Genesis

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## Program Highlights

- 11 months flexible mode with on-line and off-line conceptual and experiential components
- Program conducted in evenings and weekends
- Contemporary inputs provided through interactive discussions, live projects and case analysis.
- Skill development workshops to hone up managerial, entrepreneurial and leadership skills

## Salient Features

- Award of “Professional Certificate Program in Agribusiness Management (e Learning Mode)” degree by IIPM Bengaluru.
- IIPM is responsible for the academic policies, course design, delivery, admissions and student evaluation of e-PCP.
- Precisely designed for junior, mid and senior-level executives and entrepreneurs working in India and abroad.
- I Student centric and Tailor made curriculum to meet relevant sectors of Agri business and allied business.
- Participants will be admitted through a rigorous selection process that includes a written test and personal interview.
- National and international faculty team with global agribusiness experience and exposure.
- Lifelong learning and networking.

**Duration: 11 months**

**Limited Batch Size  
for Enhanced Interaction**

**Resource Persons :**  
IIPMB Faculty & Industry Experts

## Target participants

- Working professionals
- Government Officials
- Cooperatives Members
- Entrepreneurs
- Any other aspirants

## Live Project / Business Plan Development

Duration - 8 weeks

- Business Plan Development/  
Live Project presentation at IIPM, Bengaluru,  
and/or Jorhat / Vijayawada campus.

## Program Curriculum

Trimester	Name of Courses	Credits
I	Fundamentals of Agri-Business Management	2
	Cost and Management Accounting for Agri-Business	2
	Fundamentals of Human Behaviour	2
	Legal Aspects of Agri-Business	2
	Business Communication and Analytical skills	2
II	Marketing Management	2
	Quality Management and Standards	2
	Financial Decision Making	2
	Operations and Resource Management	2
	Leading Effectively and Professional Etiquettes	2
III	Strategic Agri-Business Management/Business Research Methods	2
	Consumer Behaviour/ Procurement Management	2
	Digital Marketing/ Logistics and SCM	2
	Product and Brand Management / Retail Management	2
	Business Pitching and Negotiation skills	2
	<b>Live projects / Business Plan</b>	<b>20</b>
	<b>Total</b>	<b>50</b>

## Eligibility

- Any UG degree from a recognized university with at least three years of work experience (With documentary evidence).
- Diploma holders with a minimum of five years of work experience.
- Special preference to graduates from agriculture and allied sciences.
- Professionals or entrepreneurs with strong business acumen and experience will be considered special cases even if they cannot meet academic requirements.
- No age Limit for the candidates to apply

## Testimonials of Alumni



Before the course started I had some apprehensions as Agri business/entrepreneurship is a new field for me. Epcp, is a well-balanced holistically developed curriculum which is ideal for new entrants and agripreneurs. It is also a platform for developing practical business plans, funding and mentorship. My long term goal to give back to society will be fructified through this process.

I urge all new entrants to jump into the bandwagon and start their journey.....

Ipsita Choudhury  
Vice Principal

It has been a truly invaluable learning experience through the online platform by zoom. as for the assistance, feedback and general helps of the teachers, I found it excellent. they are very patient and give us motivation. I'm glad that I chose this course, which will help my future career.

Anurag Chaudhary  
Regional Manager



I always knew that my Graduation from Agri University & 3+ decades of services in senior management positions is not sufficient to lead teams professionally & efficiently.... Yes, IIPMB is giving me the Vantage positioning myself with the latest Advancements in Agribusiness Management... meticulous planning of its EPCP-ABPM program designing with quality faculties, industry experts, brainstorming sessions with critical Industry Case Studies, etc... grooming me to next level in professional Agribusiness Management... thanks to IIPMB.

Djea Coumar  
Consultant and Entrepreneur

### Tuition Fee

Rs 2.00 Lakhs +GST (Installments & Loan Facility Available)

### Fee Payment Mode

NEFT/ RTGS / Internet Banking/ <https://www.propelld.com>

### Bank Details

PUNJAB NATIONAL BANK A/c No.: 1586050000611  
IFSC: PUNB0158620 (5th Character Read as "Zero")

Last date for submitting filled in application: **31<sup>st</sup> March 2023**

### Selection Process:

On the basis of Academic  
Credits and Personal Interview



For more information

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