



IIPM



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



## POST GRADUATE DIPLOMA IN MANAGEMENT: AGRI-BUSINESS AND PLANTATION MANAGEMENT (PGDM-ABPM)

### RECRUITER'S GUIDE 2022-23

Exemplifying India's Agri Base through Excellence in Agribusiness, Commodity & Plantation Development





## MESSAGE FROM THE DIRECTOR

Indian Institute of Plantation Management Bengaluru (IIPMB), a Centre of Excellence, and the first-of-its-kind National Institute established at the initiative of the Ministry of Commerce & Industry, Government of India, is engaged in management education, training, research and consultancy service. It is the flagship institute with expertise in managing the entire value chain right from cultivation, processing and domestic & international marketing of vast range of plantation crops that include tea, coffee, rubber, spices, coconut, cotton, sugarcane, forestry, plantation, horticulture, fodder plantations, herbal & medicinal plantations, nuts, apiary (bee-keeping), etc.

Managing agriculture efficiently is extremely important for India as it possesses merely 2.5 per cent of world's land area, whereas it is home to 18 percent of the people on the earth. IIPMB equips its students with futuristic cutting-edge skill-sets and knowledge base in agribusiness and plantation management with emphasis on Artificial Intelligence, Data Analytics and state-of-the-art management practices, contemporary marketing issues and strategies, to meet the emerging challenges of 21st century of agribusiness and plantation industry.

I welcome industry leaders to participate in IIPMB's internship and placement process.

**Prof. Rakesh Mohan Joshi**

# VISION & MISSION

## Program Mission 1

Develop Globally Competent & Socially Responsible Leaders and Techno-Managers in AB & P Sectors

## Program Mission 2

Impart Quality Teaching & Learning with Rigor & Relevance to AB & P Industry

## Program Mission 3

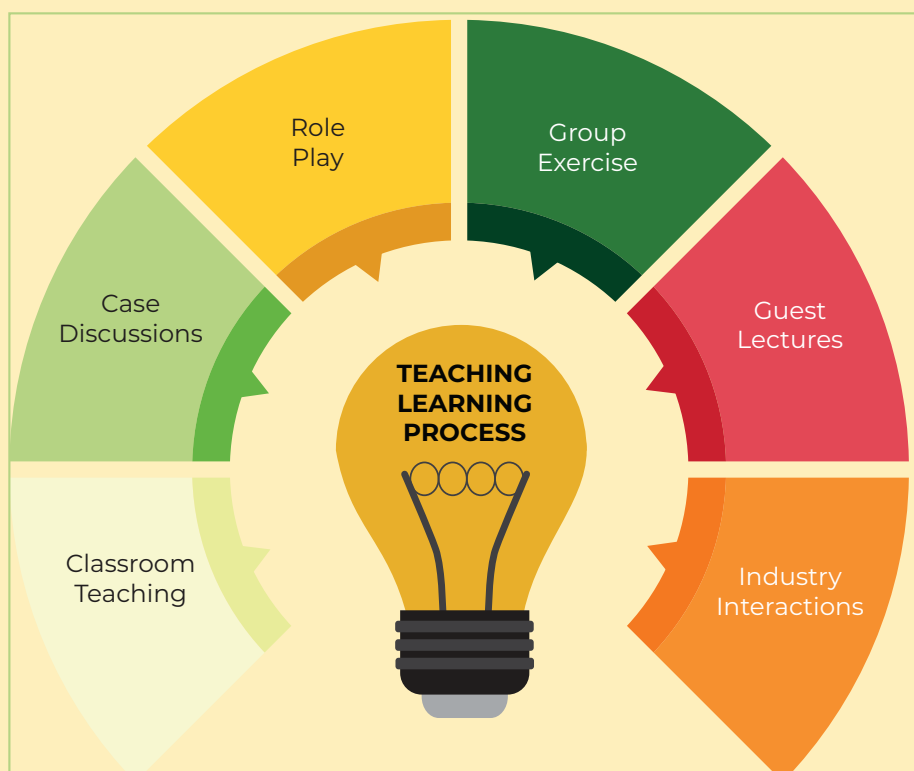
Advance Internalization of ABPM through Experiential Learning, Research Collaboration & Multicultural Immersions

## Program Mission 4

Continuously Develop Academic, Physical and Research Infrastructure

## Program Vision

- Leading Global Destination in Agri-Business & Plantation Management (ABPM)
- Focus on Research in ABPM
- Focus on Industry Orientation in ABPM
- Serving the Society in AB & P Sectors



# Post Graduate Diploma in Management : Agri-Business and Plantation Management (PGDM - ABPM)

Approved by AICTE-MHRD-GOI, NBA Accredited, Equivalent to MBA by AIU

The PGDM-ABPM Professional Management Program aims at providing management education to the entrants in the plantation and associated agri-business sectors. The program equips students for different managerial positions in the plantation industries and agri-business sector. The program is unique in its kind, opening plentiful career advancement opportunities in the sectors.

## PGDM-ABPM Program Structure

Nurturing A Step by Step to Learning

### 1<sup>st</sup> YEAR

#### 1<sup>st</sup> TRIMESTER (JULY - SEPTEMBER)

- Fundamentals of ABPM
- Managerial Economics
- Financial Accounting for Management
- Organization Design & Behavior
- Statistics Management
- IT Applications in Business
- SDW: Business Communication

#### 2<sup>nd</sup> TRIMESTER (October - December)

- Managing Farm Operations
- Business Environment & Policy
- Business Ethics and Sustainability
- Marketing Management
- Cost & Management Accounting
- Prescriptive Analytics
- SDW: Self-Portrait & Resume Creation
- **Winter Project**

#### 3<sup>rd</sup> TRIMESTER (January-April)

- Production & Operations Management in Plantation & Agri-Commodities
- Financial Management
- Rural Marketing
- Human Resource Management
- Business Research Methods
- SDW: Handling Interviews

**CORPORATE TRAINING SEGMENT (Summer Internships) (April - June)**

### 2<sup>nd</sup> YEAR

#### 4<sup>th</sup> TRIMESTER (July - September)

- Business and Labour Laws in AB&P
- Strategic Management in AB&P
- Entrepreneurship & Innovation
- Value Addition & Supply Chain Management
- Business Analytics in AB&P
- SDW: Conflict Management & Persuasion

#### 5<sup>th</sup> TRIMESTER (October - December)

- Procurement Management in AB&P
- Managing Farmer Collectives
- Agri-Input Sales & Marketing / Commodity Derivatives & Price Risks / Labor Relations Management
- Retail Marketing Management / Banking & Small Financial Institutions / Performance & Compensation Management
- SDW: Story Telling

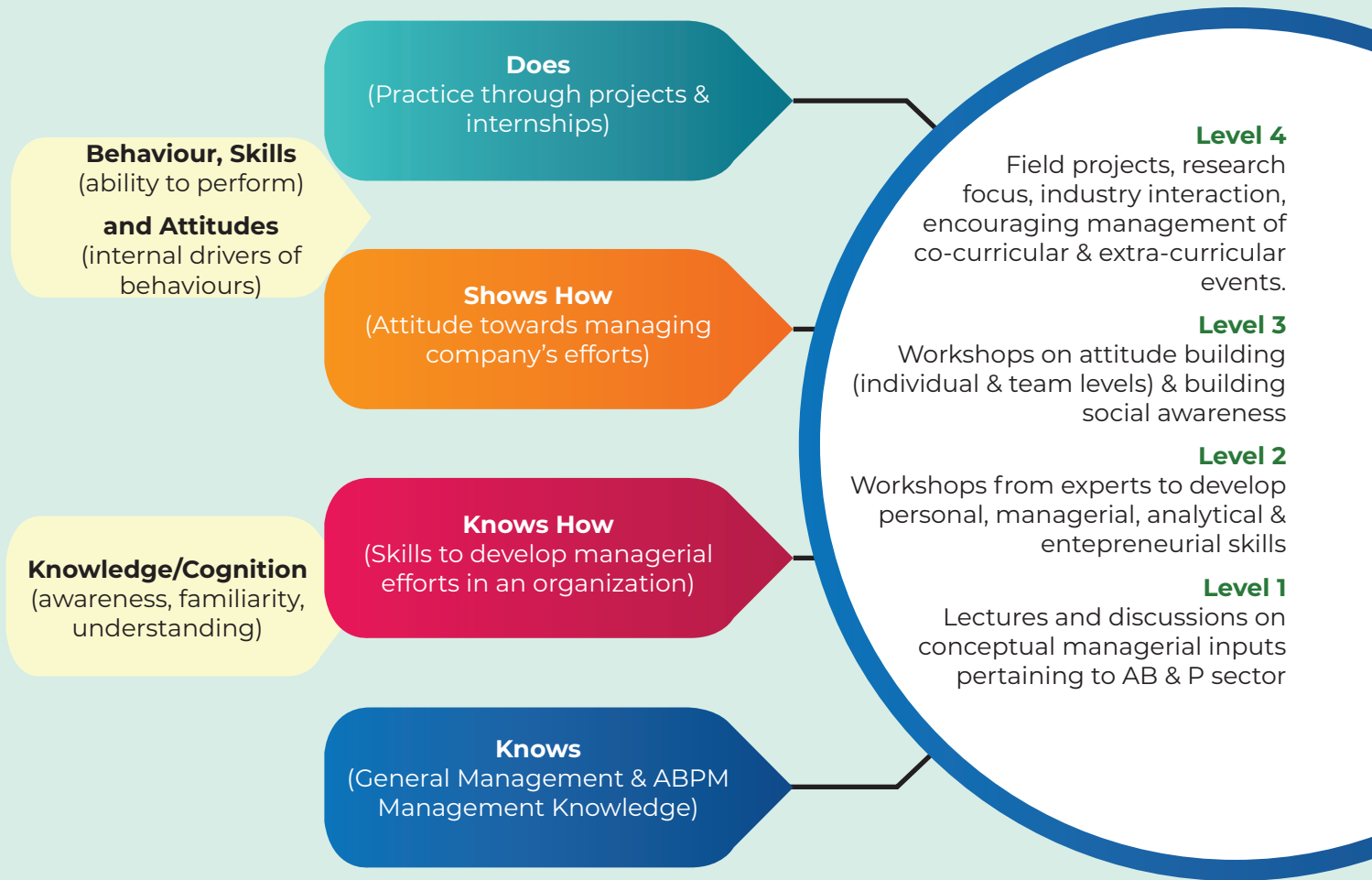
#### 6<sup>th</sup> TRIMESTER (January - March)

- International AB&P Management
- Product & Brand Manager / Fintech & Financial Institutions / HR Analytics
- Digital Marketing / Project Management
- SDW: Elevator Pitch
- **Industrial Thesis**

**Career Counselling & Placements (April - June)**



# Learning Philosophy





## Faculty Profile

**Prof. Rakesh Mohan Joshi**

International Business, International Marketing, Export Promotion, India's Cultural Globalization

**Prof. Arun Bhattacharyya**

Strategy & Entrepreneurship

**Prof. Archana Thulaseedharan**

Human Resources & Organizational Behaviour

**Shri. Bhaskar K**

Finance & Legal Contracts

**Prof. Chenna Kesava Reddy Sangati**

Food Nutrition & Technology

**Prof. Ganeshkumar C**

Decision Sciences & Operations Management

**Prof. K. Narendran**

Extension & Plantation Technology

**Prof. John Mano Raj S**

Marketing & Branding

**Prof. D. Nabirasool**

Marketing & Entrepreneurship

**Prof. K. G. Nanda**

Plantation Management / International Trade

**Prof. K. C. Prakash**

Agri-Business & Agri-Entrepreneurship

**Prof. Sarbani Mukherjee**

Economics & Natural Resources Management

**Prof. Shilpa K**

Marketing & Retail Management

**Prof. Sudha S**

Finance & Accounting

**Prof. K. Venkateswaran**

International Business & Computer Applications

**Prof. B. Venugopal**

Finance & Accounting

**Prof. A. N. Vijayakumar**

Finance & Control

**Prof. Vivek Kambhampati**

Food Engineering & Technology

**Shri. Ankur Gogoi**

General Management & Infrastructure Management

**Shri. Gurmeet Singh**

Disruptive Innovation and R&D

**Dr. Jyoti Bhat**

Research Scientist, Hindustan Unilever Limited





# Recognition & Appreciation Awards received by Alumni



Mr. Atul Udaiya received South Asia "Corteva Product Champion" award for Corn P3401 by Corteva Agri Sciences (July, 2021)



Mr. Ravi Sharma received Award of Recognition by Clients of Ernst and Young LLP (August, 2021)



Mr. Haresh Rane received "Significant Performance Award 2021-22" for Field Marketing under the Category of Corporate Pride by Biostadt India Limited (June, 2022)



Mr. Nitin Jagdale received "Star Employee of the year 2021" by New Weds Foods India (January, 2022)



Mr. Saurabh Pagar received "Employee Excellence Award" by VeGrow (March, 2022)



Mr. Manjunath Talavar received "Excellence in Sourcing" by Udaan (October, 2021)



Mr. Pravin Doiphode received "Certificate of Recognition" by AgroStar (October, 2021)



Mr. Rohan Patil received "Certificate of Excellence - Team Player" by US Agriseeds (SeedWorks) (August, 2022)



Mr. Sumesh Santosh received "Certificate of Appreciation Impact Award" by Cropin Technology (November, 2021)



Mr. Sanket Jathar received "Performance Award" by Sinochem India (March, 2021)



Mr. Ashli A received "Certificate of Appreciation" by Samunnati (January, 2022)

## Corporates Speak



WayCool is a six years old Agro Tech company with a strong presence in 6 southern states and also in West and North. We recruit freshers from Agri Business Schools. We are recruiting freshers since 2018 from IIPM, Bangalore. We find the students are well equipped to handle the job provided to them and well disciplined. Eager to learn and working with a team is another positive behavior which we have observed. We wish the Institute all the best.

**Shri. Sreeram Chellappa**  
Chief Growth Officer - International Business  
Waycool Foods and Products Pvt. Ltd., Bengaluru

IIPM alumni are with Aviv Tanzania Limited (Olam Food Ingredients) right from the time it started its operations in Tanzania. IIPM students are our most trustworthy team members and they always are very dependable in every situation. IIPM student's strength is ability in keeping team engaged, motivated and focused. Students are result oriented, multitasking and carries out duties until tasks are completed. Our HR experience says that IIPM builds very competent plantation Managers.

**Shri. Muthanna M B**  
General Manager  
Aviv Tanzania Limited, (Olam Food Ingredients), Tanzania



Our experience with the students from IIPM is very enriching. Their working style, ability to deliver and their quality of work with their zest and enthusiasm to learn and prove themselves is wonderful. We have engaged with over 20 students who have been placed at Samunnati since our association (either as full time resources or on projects) and each of them through their contributions have made a mark and we are sure on their way to success! We highly appreciate the skills they are honed with and look forward to working with more students from your campus.

**Mrs. Poorna Pushkala**  
Head of HR  
Samunnati Financial Intermediation and Services Private Limited, Chennai

We have developed a strong relationship with the campus and it is now an integral part of the recruitment strategy. The students come from rural background and have time and again demonstrated strong inclination for execution. Their ability to work at the grass root level to engage with farmers and onboard them for various programs of the company is commendable. We look forward for continued support from the institution and the students.

**Mr. Praneeth Kumar**  
Founder, Vegrow, Maharashtra



Adani Wilmar @ IIPMB



Rasi Seeds @ IIPMB

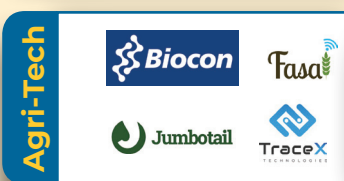


## Career Development Service (CDS) Unit

- Institute's CDS Unit facilitates students to identify their potential skill and nurture them to be employable in their preferred sector.
- Organizations from Agri-business, agri-technology, commodity, plantations and allied sectors are invited to tap the talent from our current batch of students.
- Organizations are invited to visit IIPM campus for placement process that includes Pre-Placement Talks, Group Discussion, Written Test, Case Study Analysis and Interviews.
- Institute is well equipped to welcome either of the campus placement models i.e, On-Campus (or) Off-Campus Placement Process.
- Organization are requested to route all correspondences through the Career Development Service Unit.

## Our Recruiters

Graduates of the Institute are placed in leading agribusiness and plantation companies with the country and on around the globe. A partial list of our recruiters furnished below.



## Testimonials from Alumni



“ I consider myself very lucky for being a part of my alma mater IIPM Bengaluru. There is something motivational and special in this environment which makes us study and enjoy co-curricular activities. All the professors were very helpful and they guided us all the time. The two years spent at IIPMB were splendid and have helped me to grow better professionally & personally. Different events, curriculum designs such as CTS (Corporate Training Segment) & SFA (Special Focus Area) and a study tour of plantations has boosted my confidence which I can experience at my workplace now. Participating and organizing events gave me a different enjoyable experience. The two years have been unforgettable journey. I really enjoyed academics in the unique building, library – a knowledge centre and the most happening place i.e., hostel (we call it resort). I had spent my wonderful days of life in IIPM Bengaluru.”

**Mr. Manojkumar Shimpi**

Vice President, NCDEX, Mumbai.  
PGDM-ABPM 2003-04



“ I can certainly say that joining IIPMB was the most important milestone in shaping my career. IIPMB provided me hands on experience through CTS (corporate training segment) and helped me to discover capabilities that I never knew I had. The best take away was the friendship I made on the IIPMB campus and the mentoring I received from the faculty.”

**Mr. Hemanth Nagaraj**

State Head (Category F&V), Reliance Industries Limited, Bengaluru,  
PGD-ABPM 2005-06



“ As an alumni I just wanted to share a quick note and let you all know that IIPM is really doing a good job. It is the institute which gives you keen insights about the agribusiness sector. It also identifies and provides its skills required to become the best manager or entrepreneur. It has been a tremendous journey till date and I feel obliged to have my name and my personality connected to IIPM. IIPM gave me the opportunity to groom myself and to understand the details of F & V industry. I would like to share that if someone is really passionate to work towards building our nation and our farmers, IIPM is the right place.”

**Mr. Rahul Nath,**

Business Head (Fruits & Vegetables), Country Delight, Gurugram  
PGDM-ABPM 2006-07



“ Being an agriculture graduate, I dreamed to become a coffee planter, aiming this I joined IIPMB, this decision fulfilled my dream. I am thankful to IIPMB for excelling my personal and professional skills. Got opportunity through campus selection in a well-known international company Olam Food Ingredients, Singapore, as Coffee Plantation Professional. ABPM program from IIPMB builds best Plantation and Agri-Commodity Managers, with personality development exercises, management and analytical skills development. At last, I must admire IIPMB's role in my career roadmap.”

**Mr. Amit Kumar**

Estate Manager, AVIV Tanzania Ltd. (Olam Food Ingredients), Tanzania, East Africa.  
PGDM-ABPM 2009-11.



“ My enrolling for the PGDM-ABPM program at IIPMB was one of the most important decisions of life. It's truly a national institute with amazing campus, renowned faculties & bright students from all across India. The design of courses & activities encourages an individual to think out of the box which enhances ability to manage various situations. Apart from academics there are other opportunities inside & outside the campus to exhibit your skills in terms of sports & other competitions. The institute surely broadened my horizon & it put me in right direction in terms of my career road map.”

**Mr. Patil Vikas Ajit**

Manager Digital Lending Products, LendFoundry, Bengaluru



## Why Recruit at IIPMB ?

Institute's PGDM-ABPM program 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 for students learning.

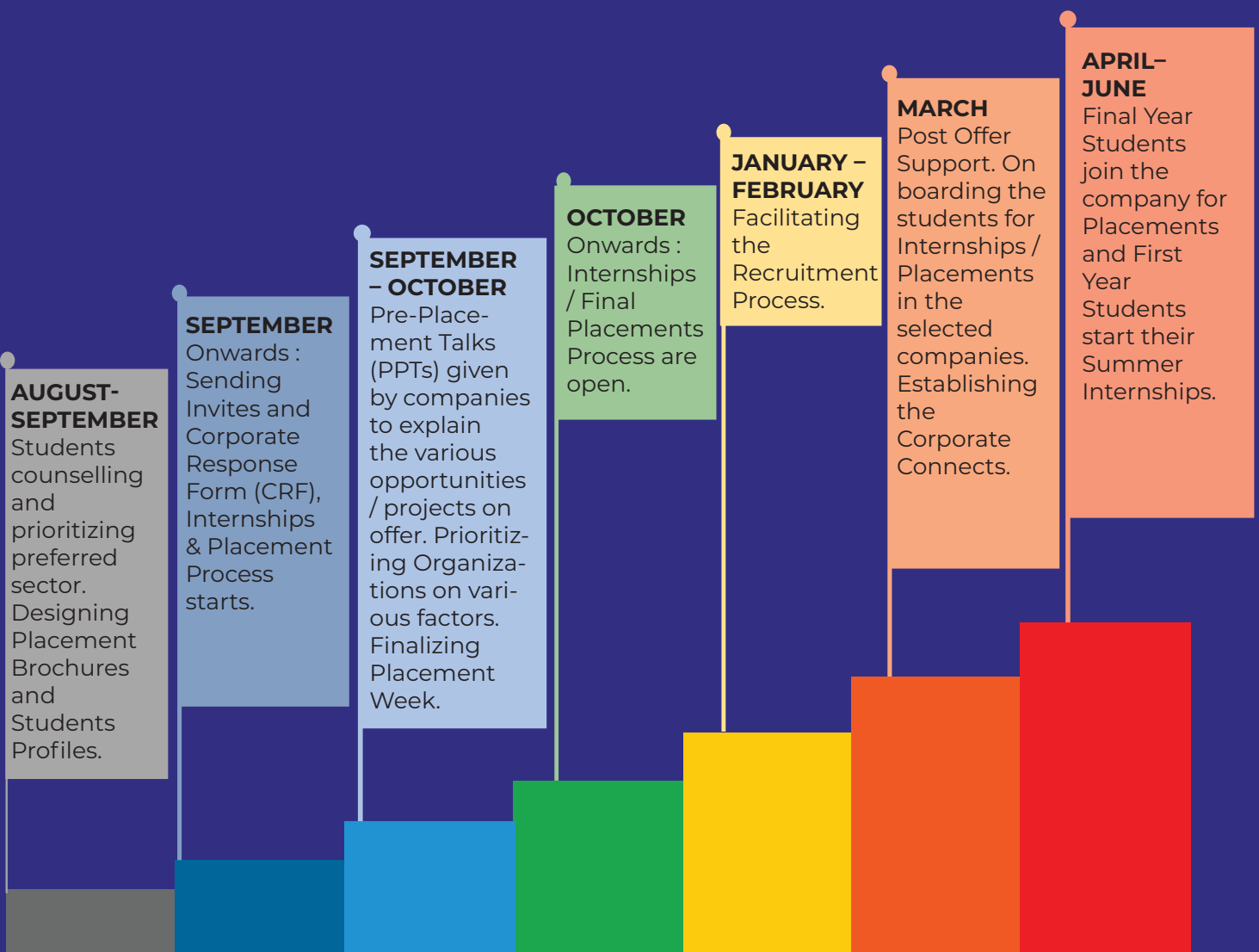
The curriculum is also updated periodically catering to the ever changing need of the industry. Students also have opportunities to interact with industry leaders through vision building talks.

Students are equipped to work anywhere in the value chain of the Business Plan - Production, Procurement, Processing, Marketing, Sales & Distribution, Commodity Trading, Supply Chain, Retailing, Logistics, Banking, Finance, HRD, Contract Farming, Food Quality / Safety Management, Data Analysis / Operations Management, Service Sector, etc.

IIPM Study Abroad Program aims at exposure to multinational companies and learning from reputed faculty from countries such as Singapore, Malaysia, Thailand, China, USA, Africa and Indonesia.

Our campus is set in a beautiful landscape with a spectacular view of Bengaluru – a highly living environment that encourages interaction and camaraderie. The institute also tend to invite the best leaders / industry experts into the programs as visiting faculty and guest speakers. These initiatives deliver on our mission to generate a leading-edge knowledge and world class leaders.

## PLACEMENT CALENDAR





Contact Information

**Dr. Viju Samuel**

Executive (Placement & Corporate Relations)  
Career Development Service Unit  
Mb: 9620211501  
Email: vijusamuel@iipmb.edu.in

**IIPM** 

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Jnana Bharathi Campus, Malathalli P.O., Bengaluru – 560 056  
Ph: +91-80-23212770; 23211716. Fax: +91-80-23212775  
Email: placement@iipmb.edu.in; iipmbplacementoffice@gmail.com