



**IIPM**

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

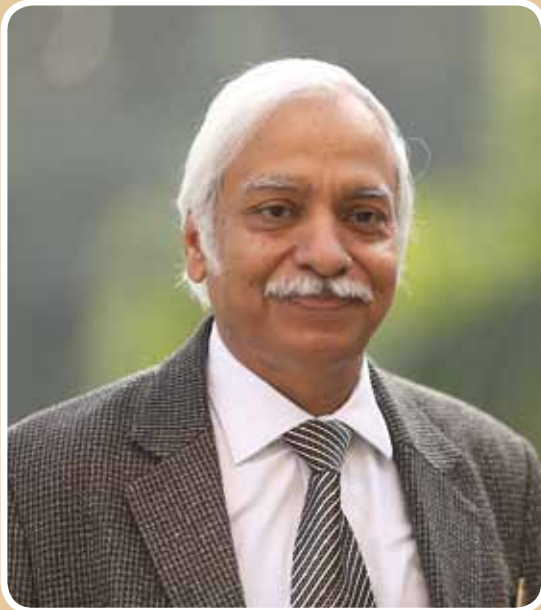
**75**  
Azadi Ka  
Amrit Mahotsav



**TWO-YEAR  
POST GRADUATE DIPLOMA  
IN MANAGEMENT :  
AGRICULTURAL EXPORT &  
BUSINESS MANAGEMENT  
(PGDM - AEPM)  
2023-2025  
(4<sup>th</sup> Batch)**

Approved by AICTE-MHRD-GOI

## Message from the Director



Welcome to the enchanting campus of Indian Institute of Plantation Management (IIPM), 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.

Established in 1993, IIPM Bengaluru is an autonomous organization of the Ministry of Commerce & Industry, Government of India, engaged in management education, research, training and consultancy with Centres at Jorhat (Assam) and Vijayawada (Andhra Pradesh).

Agri-exports has tremendous unexplored potential and studying international markets and agri- practices is the key to make Indian Agriculture Globally Competitive and making India a dominant player in the international market. The

institute is actively involved in a number of research projects and training programmes for the Government Officers and Corporates in the area of Agri Exports. PGDM-AEBM is the state of art programme with unmatched quality in terms of academics and hands on training that opens up tremendous opportunities for the students in international arena.

IIPM is one of the few management institutes in the country that works in close collaboration with industry stakeholders providing high quality training, research and long-duration programs for participants from India and foreign countries. Institute's captivating landscape with spectacular view of Bengaluru combined with highly competent and qualified faculty with hands-on management expertise makes IIPM a unique Institute delivering high quality management and executive education. With Institute's rapid adaptation with fast emerging business realities, it is poised to leapfrog rapidly to transform itself with cutting edge research and globally competitive management professionals.

I am happy to invite you to our fascinating campus committed to world class education, research and learning.

**Prof. Rakesh Mohan Joshi**

Director

### Vision of AEBM Program

To be the most preferred  
global program for  
aspiring Agri-Export  
Business Managers and  
Entrepreneurs

### Mission of AEBM Program

- M1:** Develop Globally Competent and Socially Responsible Leaders and Managers in Agri- Export Sector
- M2:** Impart Quality Teaching & Learning with Rigor & Relevance to Agri-Export Industry
- M3:** Enhance Internationalization through Experiential Learning, Research Collaboration & Multicultural Immersions
- M4:** Continuously strive to Develop Academic, Physical and Research Environment

## Genesis of IIPM

**IIPM set up at the initiative of Ministry of Commerce and Industry, Government of India, is a renowned academic institute offering postgraduate program in Agricultural Export & Business Management. IIPM's mandate is to create a unique pool of talented professionals in the domain and provide career advancement opportunities to its students.**

## Program Highlights

- 2-year AICTE approved Residential Program first-of-its-kind.
- A green campus with State-of-the-Art infrastructure.
- Curriculum designed to meet emerging needs of Agricultural Export & Business Management.
- Provision for International Exposure through Study Abroad Program.
- A Multi-Disciplinary Eminent Faculty Team with more than 100 man years of experience founded on its 4I Principle "Intensive-Institute-Industry-Interaction"

## International Linkages:

- CALS-University of Wisconsin-Madison, WI-USA
- Committee on Sustainability Assessment (COSA)
- Harper Adams University, Newport, UK
- International Business School-Americas, Brazil
- Indiana University Northwest, Gary II, USA
- Nottingham Trent University, Nottingham, UK
- Royal Agricultural University, Cirencester, UK
- Rwanda Institute of Co-operatives, Entrepreneurship and Micro-Finance (RICM)
- Universiti Teknologi MARA (UiTM), Malaysia
- University of Nottingham, UK



Visit to Suan Supatra Land Plantation & Orchids-cum-Organics: Focus on One Village One Product (OVOP), Bangkok, Thailand

## AIM of AEBM

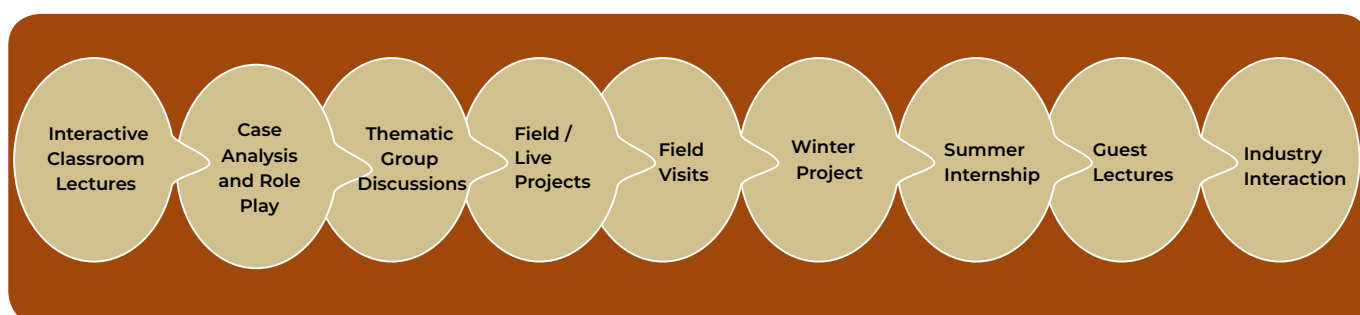
India has a significant role to play in the evolving global supply chain for products and services, thus creating huge prospects for the growth of the country's agricultural exports to major markets worldwide. Our PGDM-AEBM aims to generate a large pool of competent and committed professionals to take up the varied business management roles in India's Export Sector. The program will enable the students to acquire the requisite knowledge, skills and attitude critical for tapping the vast employment potential and start-up opportunities emerging in this sector.

## Curriculum Outline and Contents

**Program Duration: 2-year Residential Program commencing July 2023.**

The programme is divided into 6 trimesters covering 102 credits including Corporate Training Segment (Summer Internship) of 12 weeks. It integrates operational, behavioural, managerial and strategic aspects of business with a fusion of knowledge, skill, attitude, values and ethics. Intensive-Institute-Industry-Interaction brings experts from plantation and associated agribusiness closer to the student community and the programme is customized to suit their requirements. The curriculum is updated periodically catering to the ever changing need of the industry. Students have opportunities to interact with industry leaders through vision building talks.

## Pedagogy



## Teaching and Learning

PGDM-AEBM offers a range of sector-specific courses to meet requirements of the industry. The faculty carefully craft curriculum and develop effective Assurance of Learning (AoL) resources and best practices for student learning.

IIPM contributes to students through three primary activities: teaching, research and corporate training/ internship. The faculty and academic facilities (library, computer centre, technical lab, knowledge resource centre, career development unit), campus and academic ambience are unsurpassed by those of any institutions. The institute offers its teaching and learning transactions through lectures, video, seminar, group work, case study method, issue analysis, cyber learning, role plays, (sensory test for product innovation), market survey, field & industry visits, study abroad and guest lectures. The Knowledge Resource Centre of the institute is equipped with state-of-the-art, digital language and communication skills lab, where students get a hands on experience to acquire business communication skills.

## Program Structure and Credit Hours

Description	Name of Courses	Credits
<b>Trimester – I (July – October)</b>		
Program Specific	Fundamentals of AEBM	3
General	Managerial Economics	3
Functional	Financial Accounting for Management	3
Analytics	Organization Design & Behavior	3
	Statistics for Management	3
	IT Applications in Business	1.5
Skill Development Workshops	Business Communication	1.5
	Business Writing	
	Adaptability	
		<b>18</b>

<b>Trimester – II (October - January)</b>		
Program Specific	Fundamentals of Foreign Trade	3
General	Business Environment & Policy	1.5
	Business Ethics and Sustainability	1.5
Functional	Marketing Management	3
	Cost & Management Accounting	3
Analytics	Prescriptive Analytics	1.5
Skill Development Workshops	Self-Portrait & Resume Creation	1.5
	Time Management & Personal Effectiveness	
	Yoga	
Projects	Winter Project	1.5
		<b>16.5</b>

<b>Trimester – III (February - May)</b>		
Program Specific	Production & Operations Management for Agri-Exports	3
Functional	International Financial Management	3
	International Marketing Management	3
	International Human Resource Management	3
Analytics	Business Research Methods	3
Skill Development Workshops	Handling Interviews	1.5
	Emotional Intelligence	
	Group Discussion	
		<b>16.5</b>
Projects	Corporate Training Segment	4

Description	Name of Courses	Credits
<b>Trimester – IV (July – October)</b>		
Program Specific	International Contracts & Trade Laws	3
	Strategic Management in AEB	3
General	Entrepreneurship & Innovation	3
Functional	Global Quality & Safety Management	3
Analytics	Product & Brand Management for Exports	3
Skill Development Workshops	Foreign Language	1.5
Projects	Thesis Proposal Formulation & Submission	2
		<b>18.5</b>

<b>Trimester – V (November – January)</b>		
Program Specific	Value Addition & Supply Chain Management	3
	Customs, Shipping and Insurance	1.5
Functional and Specializations	Commodity & Currency Derivatives	3
Analytics	Business Analytics	3
Skill Development Workshops	Story Telling	1.5
	Leading Effectively	
	Case Study Development	
Projects	Thesis Development & Report Submission	4
		<b>16</b>

<b>Trimester – VI (February – April)</b>		
Program Specific	Entrepreneurial Finance	3
Functional and Specializations	B2B Sales Management	3
	Digital Marketing	3
Skill Development Workshops	Elevator Pitch	1.5
	Business Plan Writing and Workplace Etiquette	
	Yoga	
Projects	Thesis Presentation & Viva	2
		<b>12.5</b>
	<b>Total</b>	<b>102</b>



## Study Abroad Program

The Institute offers a scope for international exposure and learning through its unique Study Abroad Program (non-credit). It aims at providing hands on experience to learn from multinational companies and reputed faculty from across the world (Singapore, Malaysia, Thailand, China, USA, Africa and Indonesia).



## Career Development Service

Career Development Service (CDS) Unit

- 1 The CDS unit facilitates students to identify their potential skill and nurture them to be employable in their preferred sector.
- 2 Organizations from Agri-Export Sector are invited to tap the talent from our current batch of students.
- 3 The Placement process includes Pre-Placement Talks, Group Discussion, Written Test, Case Study Analysis and Interviews.

## Program Outcomes

At the successful completion of PGDMAEBM, the students are equipped with relevant knowledge related to export business organisations and the effective application of the management concepts and tools for achieving their respective business goals. The students acquire communication, team-working, problemsolving, negotiation, decision-making, leadership and creative abilities to overcome the several challenges in the export business environment. They are also trained to develop business plans for the creation of new export business ventures



## Placement Record:

Placement record has been bright and attractive. Graduates of the Institutes are placed in leading companies.

<b>Agri Inputs</b>					
<b>Agri-Tech</b>		<b>Banking Finance</b>		<b>Commodities</b>	
<b>Research/ Consultancy</b>					
<b>Retail</b>					
<b>Food Processing</b>					
<b>Abroad</b>					
<b>SCM</b>					
<b>Certification/ NGOs</b>					
<b>Agricultural Export</b>					





## Testimonials from Alumni



"I would like to express my sincere gratitude to Indian Institute of Plantation Management for helping me at each and every step in academics. The institute and the course Agricultural Export and Business Management provided me the best possible platform and infrastructure to excel in my career interest. The expert faculty made me industry ready, while the placement team helped me enhance my soft skills which made to get placed in one of the top reputed company. During my time at the institute I was introduced to various projects and I also had good fortune to work in my summer internship period".

**Mr. Nikhil Thorushe**  
International sales and marketing,  
Gharda chemicals Ltd



"My journey with Indian Institute of Plantation Management is definitely the one which I will cherish for my lifetime. PGDM-AEBM Course is designed based on the recent trends. IIPMB has enriched my aptitude and attitude towards my professional life, taught me constructive and collaborative management skills. After two unforgettable years of studying here, I can now confidently say that their accolades truly deserves".

**Mr. Prashanth Kumar**  
Export Executive  
Kaveri Group



"IIPM-B started the new course AEBM in the year 2020 considering the scope of the agricultural exports sector. As a student of the first batch of AEBM, although our batch was unfortunate to have faced the COVID restrictions and online classes, it has been a fruitful experience overall. The institute has created a learning environment where we can learn not only from academics but also from our teachers and our peers. The pleasant campus life with students from different parts of the country is also memorable. My time at IIPM-B has played an important role as it has given me the opportunity to prepare for and step into the export sector. AEBM is a one-of-its-kind course and it gives students who are keen to pursue this course, a platform to grow and develop".

**Mr. Ram Kumar S,**  
Export executive,  
Milky Mist Dairy Food Pvt  
Ltd



"My two years at IIPM Bengaluru have been excellent and a memory to cherish for a lifetime. The years spent here have been full of learning opportunities that were full of fun and frolic and sometimes with academic grind that one has to go through. The international exposure makes you a better man to face the challenges of the corporate world. IIPM PGDM-AEBM is a place where you can find an amalgamation of learning".

**Mr. Pagar Sumit Vitthal**  
Credit Manger,  
HDFC Bank





## Corporates Speak



Kamala Farms, sustainable Hydroponic company, journey with IIPM has started since inception. We truly applaud the management and faculty for their dedicated support and cooperation. They have successfully managed to train students to adapt to new age technology such as Hydroponics. We have seen multiple batch students to prove themselves as excellent professionals. Glad to be associated with IIPM.

**Ms. Meghana Rao,**  
CEO & Co - Founder, Kamala Farms

IIPM students have contributed in depth to the research work of the Company. Various projects in Export and Import to operational activities including billing and collection vertically, there is a lot of talent with the Institution. We are happy for the great job by fresh graduates and faculty of IIPM

**Mr. Prakash K V**  
Founder & CEO  
Eaglespeed International Logistics Pvt. Ltd.



At GreenPod Labs, we recently hired IIPMB students for our Business Development and Sales team and they brought huge support in terms of our business development strategy and customer pipeline. The institute has trained the students with the skills and thought process required for the current industry needs.

**Mr. Deepak Rajmohan**  
CEO, Greenpod Labs

I have had the pleasure of being invited to the Indian Institute of Plantation Management (IIPM), Bangalore on more than one occasion. During my first visit, I had the privilege of addressing and interacting with students from the new batch of Graduate Diploma in Management Program. During the most recent visit, I interacted with the final year students who were undergoing a course on Entrepreneurship and Innovation. I shared details of my entrepreneurial journey and had a fruitful discussion with the students. IIPM-B is one of the top institutes for Agri-business Management in the country and I would like to thank everyone at the institute for providing me the opportunities to share my experience and interact with the students. Looking forward to visiting the institute many more times soon.

**Mr. Anagha Satyanarayana**  
Scion Agricos, Co-Founder, CEO





## Admission Policy

PGDM-AEBM offers a range of sector-specific courses to meet the requirements of the industry. In order to meet the emerging requirements of managerial personnel in the entire value chain of agribusiness and plantation management and to keep in tandem with the global trend of interdisciplinary management, IIPM invites applications for PGDM-AEBM from graduates in Agriculture and Allied Sciences viz. and other related disciplines from a recognized University or Institution.

## Eligibility Criteria

**1**

The candidate must hold a valid Bachelor's Degree with at least 50% marks or equivalent CGPA [45% in case of candidates who belong to scheduled caste (SC)/ scheduled tribe (ST), and persons with disabilities (PWD) category] from a recognized University or Institution. NRIs, PIOs and foreign students are eligible to apply.

- a) Preference will be given to Agriculture and Allied Sciences viz. Horticulture, Forestry and Sericulture, Commerce/ EXIM and other related disciplines
- b) Candidates who are appearing for final semester exam are also eligible to apply.
- c) Selected candidates will have to submit the degree certificate and aggregate marks / CGPA / OGPA latest by 30th September 2023

**2**

The candidates must have a valid score in at least one of the following national level eligible tests (NLET):

- a. CAT/XAT/MAT/ATMA/CMAT/GATE
- b. The valid score of the above examinations must be submitted by June 30, 2023

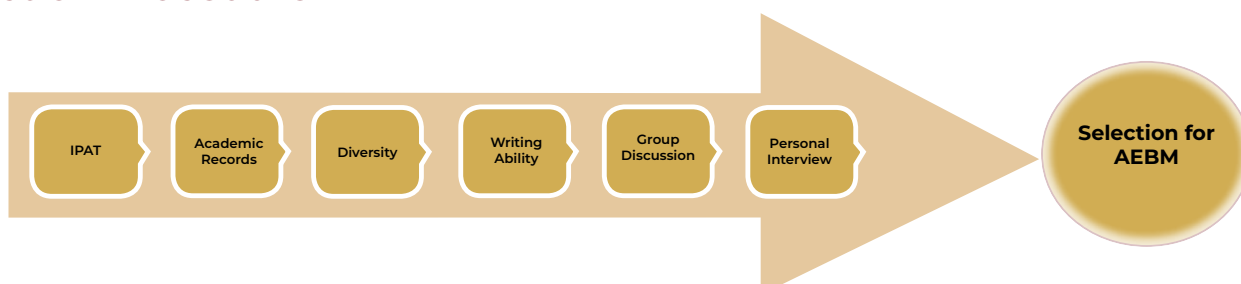
**3**

Reservation of seats will be applicable for EWS, OBC (Non-creamy Layer), SC, ST, and PWD categories as per Govt. of India rules.

**4**

It is the responsibility of the candidates to ascertain and ensure that they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by IIPM.

## Selection Procedure



5

Each candidate will be assigned a score based on their performance in various components as detailed in the following table

Sl. No.	Criteria	Weightage
1	SSLC (10 <sup>th</sup> )	5%
2	HSC (12 <sup>th</sup> )	5%
3	Under Graduate Degree (UG)*	20%
4	Diversity**	5%
5	IIPM Professional Aptitude Test (IPAT), written	30%
6	Group Discussion (GD)	10%
7	Personnel Interview (PI)	25%
	<b>Total</b>	<b>100%</b>

\* For computing the UG score and ensuring uniformity, the average marks up to the pre-final year (average of 6 semesters for 10+2+4 and average of 4 semesters for 10+2+3) shall be used for preparing the merit list.

\*\* Being a national institute IIPM believes in pan-India diversity and inclusiveness to enhance the knowledge dissemination and learning process.

6

IIPM's Professional Aptitude Test (IPAT) examination is compulsory and will be conducted offline. The test will consist of total 100 questions (which includes, logical reasoning, general awareness, quantitative technique, language communication, and subject matter (i.e., agriculture and allied), each of 1 mark, and 90 minutes duration. There will be no negative marking.

7

A cumulative score will be prepared based on students' performance (i.e., SSLC, HSC, UG, and IPAT).

8

The final merit list will be prepared based on the on the overall performance taking into consideration all categories of applicant (i.e., GEN, EWS, OBC (non-creamy layer), SC, ST, and PWD).

**Please note:**

- NLET scores will be considered only as qualifying scores only, and a qualifying cut-off will be set as per IIPM norms.
- A candidate's performance in extracurricular activities and any additional qualifications, accomplishments, and work experience, may also be considered during the interview process.







## Foreign Students

Foreign students can be admitted under the open and sponsored category. They may submit valid GMAT or any equivalent scores. Foreign students should be well versed in English language.

TOEFL/IELTS scores would be accepted as an indicator of the same.



## Meritorious Scholarships

- Ministry of Social Justice and Empowerment
- Ministry of Tribal Affairs
- Ministry of Minority Affairs
- Department of Empowerment of Persons with Disabilities
- State Government Scholarships for OBC Students.



## Sponsored Candidates

In the admission process, sponsored candidates are given due weightage for their experience. Candidates can take admission under the following five categories of sponsorship:

- (i) Sponsored by the Plantation Companies and Agri-Business Corporates.
- (ii) Plantation owners.
- (iii) Sponsorship by Central and State Governments.
- (iv) Sponsorship by International agencies and SAARC countries.
- (v) In addition to above, candidates can also be sponsored by NRIs and PIOs



## Detailed Fee Structure

Sl. No.	Particulars		1st Year Fee (to be paid before 30.6.2023)		2nd Year Fee (to be paid before 30.6.2024)	
			Hostel A & B	Hostel C	Hostel A & B	Hostel C
I	<b>Tuition Fee : Rs. 5,81,000/- (2 years)</b>					
1	a. Rs. 1,41,750/- First instalment (1 <sup>st</sup> year) b. Rs. 1,41,750/- Second instalment (1 <sup>st</sup> Year)	Rs.	2,83,500.00	2,83,500.00	2,97,500.00	2,97,500.00
2	Hostel fee/HK-Maintenance, Electricity & Water Charges (In & Off-Campus)		--	--	--	--
A	Block A & B – Rs. 4,500/- pm per room with common toilet (only for ladies)		54,000.00	--	54,000.00	--
B*	Block C – Rs. 5000/- pm per room with attached toilet (only for ladies)	Rs.	--	60,000.00	--	60,000.00
3**	Mess & cafeteria maintenance/ Service charges for (Ten months)	Rs.	67,405.00	67,405.00	67,405.00	67,405.00
4	Computer Lab/Internet (excluding consumables)	Rs.	20,000.00	20,000.00	20,000.00	20,000.00
5	Library fee for 2 years	Rs.	10,000.00	10,000.00	--	--
6	CTS / Career Development Services Fee	Rs.	5,000.00	5,000.00	5,000.00	5,000.00
7	Student Welfare (Sports, co-curricular activities, Insurance, ID Card)	Rs.	6,000.00	6,000.00	6,000.00	6,000.00
8	Alumni Fees	Rs.	4,000.00	4,000.00	--	--
9	Field/Industry Study Expenses	Rs.	18,000.00	18,000.00	--	--
10	Refundable Caution Deposit (Subject to adjustments if any)	Rs.	20,000.00	20,000.00	--	--
11	Convocation Fee	Rs.	--	--	4,000.00	4,000.00
	<b>Sub Total - I</b>	Rs.	<b>4,87,905.00</b>	<b>4,93,905.00</b>	<b>4,53,905.00</b>	<b>4,59,905.00</b>
Fee for NRI / PIO total Package (all inclusive)		\$	\$ 7055		\$ 6625	

II	OPTIONAL		1 <sup>st</sup> Year	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	2 <sup>nd</sup> Year
1	Study Abroad on PGDM-AEBM for International Visit with Valid Passport	Rs.	50,000.00	50,000.00	--	--
2	Laptop	Rs.	50,000.00	50,000.00	--	--
3	Books and reading material expenses @ Rs. 4,000/- per Trimester	Rs.	12,000.00	12,000.00	12,000.00	12,000.00
	<b>Grand Total I &amp; II</b>	Rs.	<b>5,99,905.00</b>	<b>6,05,905.00</b>	<b>4,65,905.00</b>	<b>4,71,905.00</b>

\* Allotment based on availability & on first cum first fee payer basis. Mess & Hostel Fees to be paid in full at the time of admission.

\*\* Subject to change in CPI & taxes.

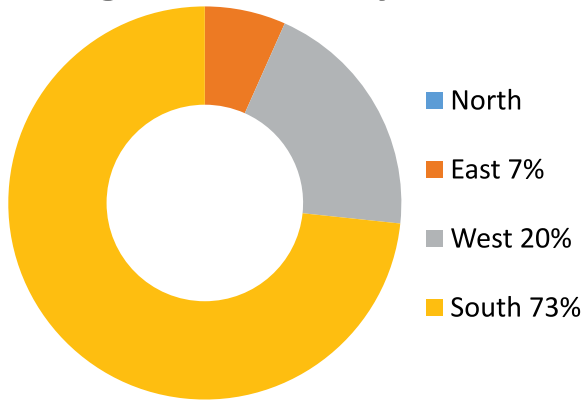
## Loan Facilities

As PGDM-AEBM program is approved by AICTE & NBA accredited, education loan can be easily availed from any nationalized banks.

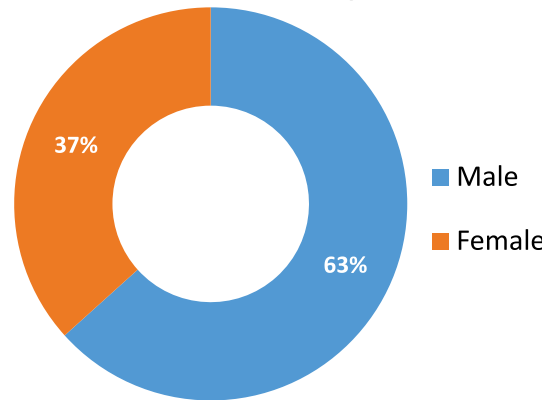


## Student Diversity (2022-24 Batch)

Regional diversity



Gender diversity



## How to Apply

Kindly visit our website [www.iipmb.edu.in](http://www.iipmb.edu.in) for submitting your online application form. The application fee of Rs. 1250/- (Rs. 625/- for SC/ST/PwD candidates, with relevant certificates).

**For submission of Online Application form for PGDM-AEBM 2023-24 and Payment, Scan QR Code below:**



### For more information

**Dr. K. Venkateswaran**  
Academic Programme Facilitator

**Mrs. Seema Bai**  
Jr. Admission Officer

**Mrs. Rahamathunnisa**  
Admission Unit (PGDM-AEBM)



## Industrial Visit

---



---

## Life @ IIPMB

---





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

Jnana Bharathi Campus, P. O. Malathalli, Bengaluru-560 056  
Tel: 91-80-23212767/91-80-23211716 (EPABX)

E-mail: [admissions@iipmb.edu.in](mailto:admissions@iipmb.edu.in) / [pgpiipmb@gmail.com](mailto:pgpiipmb@gmail.com)  
[aebm.iipmb@gmail.com](mailto:aebm.iipmb@gmail.com) Visit our website: [www.iipmb.edu.in](http://www.iipmb.edu.in)

