



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 & PLANTATION MANAGEMENT  
(PGDM-ABPM)**

RECRUITER'S  
GUIDE  
**2023-24**



## Message from the **DIRECTOR**

Indian Institute of Plantation Management (IIPM), Centre of Excellence and the first-of-its-kind National Institute, was established at the initiative of the Ministry of Commerce & Industry, Government of India and has a track record of exemplary contribution for 29 years. IIPM has served as the nation's comprehensive sectoral institute of higher education.

IIPM offers an array of experiences that you may find unique alongside a management program in Agribusiness, Commodity, Food and Plantations. As a step towards strengthening an Intensive-Industry-Institution-Interaction (4-Is) between our flagship program Agribusiness & Plantation Management (ABPM) and the marketing fraternity, we invite eminent speakers from the country and around the globe to conduct sessions on major issues related to industry need. This gives IIPM students and the corporate an opportunity to exchange ideas on a common platform. The institute offers its teaching and learning experience through classroom lectures, video, seminars, group work, case study methods, role plays, live projects, tasting (sensory test for product innovations), market survey, field & industry visits, study abroad and guest lectures, as part of assurance of learning (AOL).

The time has arrived to put forward the best in our students in front of the industry. On behalf of the faculty and students, we extend our warmest welcome to participate in the Campus Recruitment Process 2023-24 at IIPMB.

**Prof. Rakesh Mohan Joshi**

# VISION & MISSION

## 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

### Program Mission 1

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

### Program Mission 2

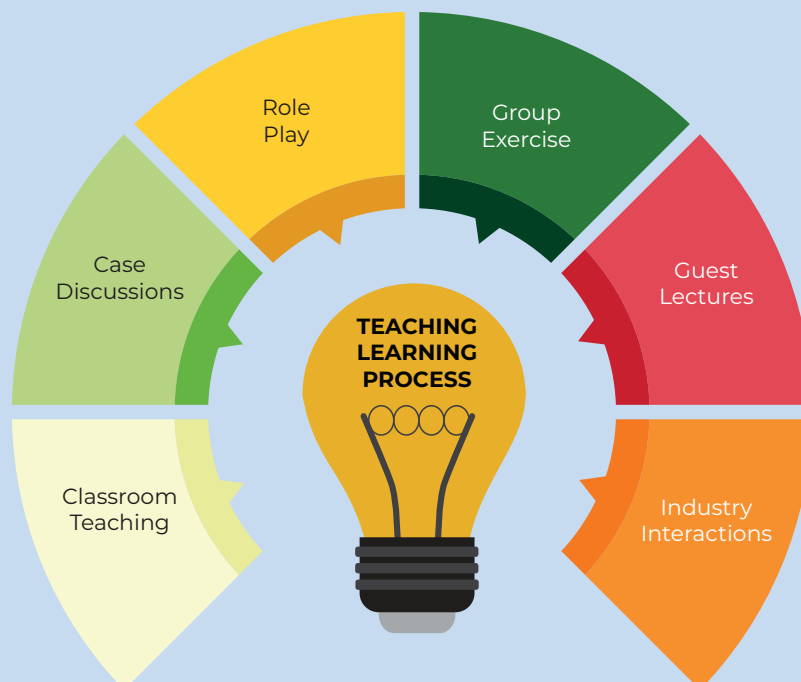
Impart Quality Teaching & Learning with Rigor & Relevance to AB & P Industry.

### Program Mission 3

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

### Program Mission 4

Continuously Develop Academic, Physical and Research Infrastructure



# 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 plantations, agri & allied sectors. The program is unique and first of its kind, which equips students to serve various managerial roles in plantation, agri and allied sectors, there by opening plentiful career advancement opportunities.

## Program Structure Nurturing A Step by Step Approach to Learning

### 1st 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 & Sustainability
- Marketing Management
- Cost & Management Accounting
- Prescriptive Analytics
- SDW: Self-portrait & Resume Creation

**Winter Project**

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

- Production and Operation Management
- Financial Management
- Rural Marketing
- Human Resource Management
- Business Research Methods
- SDW: Handling Interviews

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

### 2nd YEAR

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

- Business and Labour Laws in AB&P
- Managing Farm Collectives
- Entrepreneurship and Innovation
- Business Analytics in AB&P
- International AB&P Management
- SDW: Conflict Management & Persuasion Book Reading Creativity in Problem Solving

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

- Procurement Management in AB&P
- Strategic Management in AB&P
- Agri-input Sales & Marketing/ Commodity Derivatives & Price Risks / Labour Relations Management
- Retail Marketing Management / Banking & Small Financial Institutions / Performance & Compensation Management
- SDW: Story Telling  
Leading Effectively  
Study Development

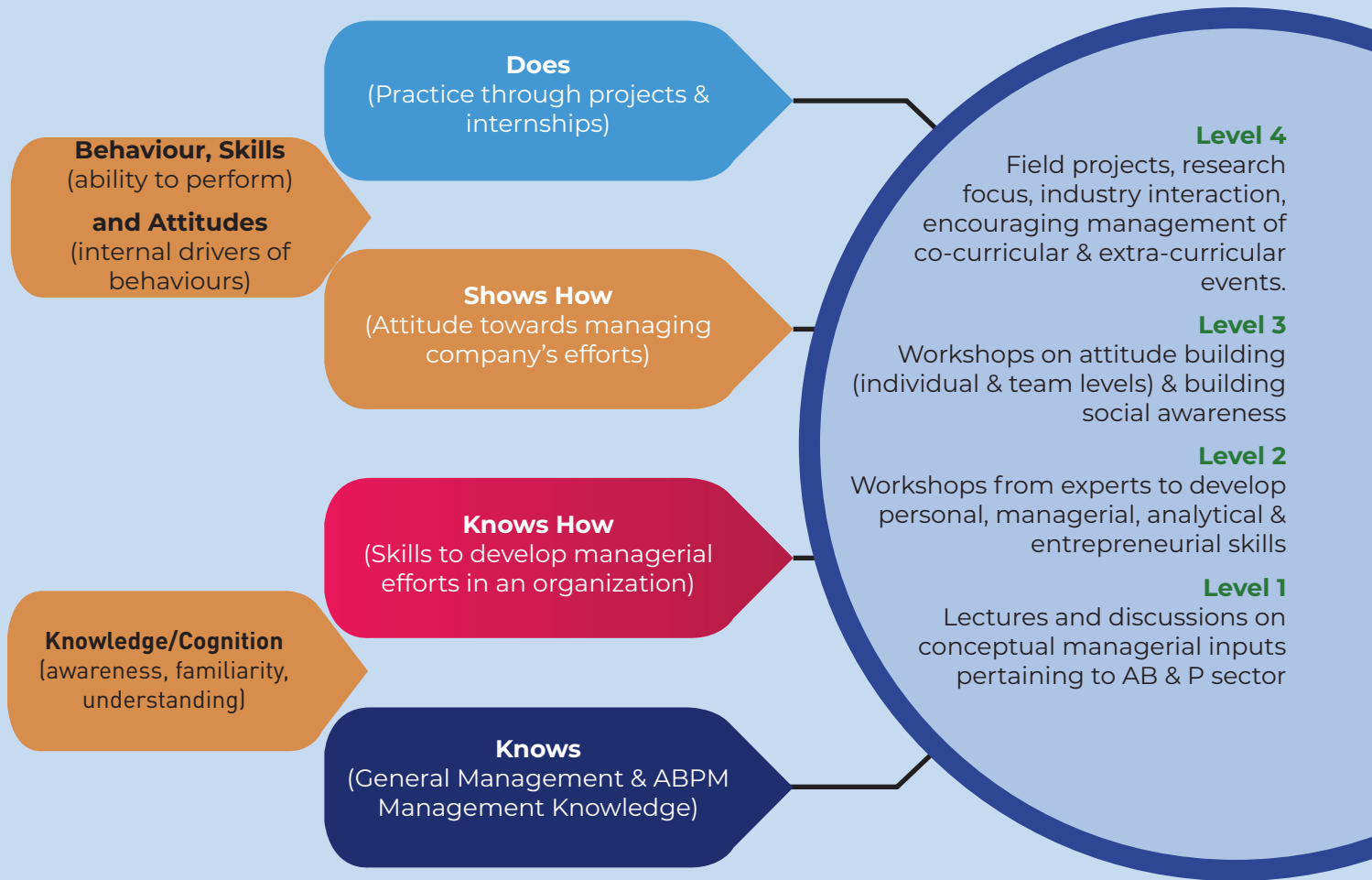
#### 6<sup>TH</sup> TRIMESTER (January - March)

- Value Addition & Supply Chain 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. 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

### **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 Udaniya 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



"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

"I am thoroughly impressed with the calibre of students from the Indian Institute of Plantation Management. Their deep understanding of agricultural practices and management principles is truly commendable. As a placement recruiter from the Agriculture Skill Council of India, I have had the pleasure of interacting with these students during our recruitment drives. The institute & its curriculum and training have evidently equipped these students with the practical skills and theoretical knowledge required in the field. The candidates we have hired from this institute have seamlessly integrated into our projects, showcasing a high level of professionalism and dedication. I look forward to continued collaboration with the Indian Institute of Plantation Management and tapping into their talent pool for our industry & its growth."

**Priyanka Bali**  
Deputy General Manager  
Agriculture Skill Council of India



"IIPM has been a good find in our campus hiring strategy. We were able to select decent talents who have multi disciplinary experiences & a humble background."

**Vivek Singh**  
HR Manager  
UPL

"We have taken on Board eight students from IIPM. Based on our experience of having interacted with the students so far, we found that they are diligent, willing to walk the extra mile for learning new things and above all are organised and sincere. We take this opportunity to place on record their contribution and wish them the very best in their pursuit of excellence."

**Mr. S. Sakthiraj**  
Sr. Manager - HR  
Milky Mist Dairy Food Private Limited, Tamil Nadu





## 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 Plantations, Agri 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.
- Organizations are requested to route all correspondences through the Career Development Service Unit.

## Our Recruiters

Alumni of the Institute are placed in leading plantations and agri allied companies within the country and across the globe. An indicative of our recruiters furnished below.

Agri Inputs	
Agri-Tech	
Research/ Consultancy	
Retail	
SCM	
Food Processing	
Abroad	
Agricultural Export	

## Testimonials from Alumni



“Education is the foundation upon which we build our future. IIPMB is the place where the pages of my future story were inked with friendships, knowledge, and experiences that colored my personal and professional world. I would like to show my gratitude towards all my professors for their kind support in those years and making my journey so knowledgeable and wonderful with lot of memories. “

**Sonal Petkar,**  
Area credit Manager  
HDFC Bank Ltd, Pune Maharashtra.  
ABPM 2009-11

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“While I was keen to make a transition into the Agriculture Sector, IIPM turned out to be the perfect program to support me in my decision. IIPM has always been instrumental in providing great learning, exposure, opportunities and networks, aligned to our passion and purpose. It was a life-changing experience for me at IIPM. It gave me a holistic view of the Agriculture Sector and enabled me with the leadership and personality development. IIPM offered me a great platform to interact with the young minds as well as veteran leaders of Agri –Industry and This platform has become a stepping stone in my career.”

**Haresh Rane,**  
Product Manager  
Biostadt India Ltd  
ABPM 2018-2020

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I strongly believe in “Decision decide destiny, there is no action without decision!” Joining Indian Institute of Plantation Management, Bangalore was one of my THE best decision of my life. I always had a great passion for Seeds; I think a good seed can change life of millions. After graduating in M.Sc Genetics & Plant Breeding with JRF, I decided to join IIPMB. I was so fortunate and lucky to get an excellent and enlightening learning environment at the campus where I could learn from best-in-class professors and from my fellow classmates. The course content and case study-based teaching system really helped us to understand and simulate the real-life business scenarios which made us very relevant for the industry to enter. My professors always encouraged us to participate in B-School Management Fests and to take-up live projects in the industry.

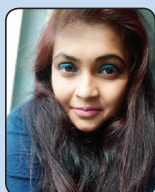
IIPMB campus gave me a platform to enter into my dream sector SEEDS INDUSTRY through summer internship segment, where I also got PPO (Pre-placement offer). I have almost 12 years of work experience till now. I started my career as a management trainee, and then moved into sales, later with interest in marketing I took up marketing roles. Currently I am working with world’s leading agri-input company Syngenta as Asia-Pacific Portfolio Manager (Vegetables Seeds) based at Bangkok, Thailand where I am leading Techno-commercial teams for serving small holder farmers. In last one decade I got an opportunity to travel across the globe and work with the multi-cultural environment and teams.

IIPMB have really changed my life and have a great IMPACT on me.

I’m proud to be Alumni of IIPMB.

**Tejas Rane,**  
Asia Pacific Portfolio Manager (Bangkok, Thailand)  
Syngenta  
ABPM 2009-11

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“Studying in IIPM is one of the best career decisions for me. The Institute played a pro active role in developing the managerial skills as well as placement assistance which kick started my career in agribusiness industry. Thank you so much for facilitating such a positive learning environment!”

**Ms. Shilpi Singh**  
Senior Consultant  
Ernst and Young Global  
ABPM 2009-11

## 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.

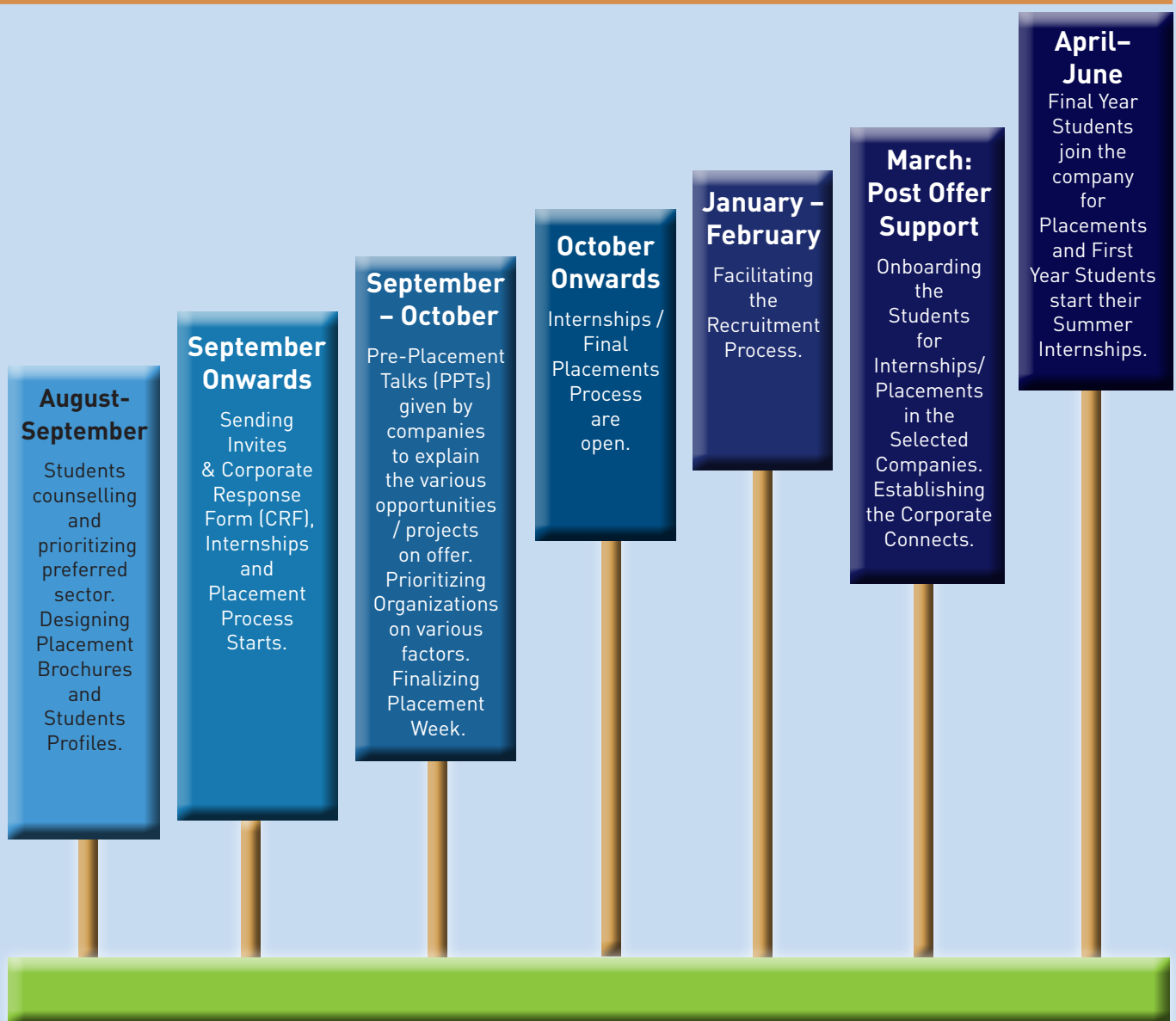
The curriculum is also updated periodically catering to the ever-changing need of the industry. Students also have opportunities to interact with industry leaders through vision building talks.

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

The 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 tends to invite the best leaders / industry experts into the programs as visiting faculty and guest speakers. These initiatives deliver on our mission to generate leading-edge knowledge and world class leaders.

## Placement CALENDAR





**Contact Information**

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