



MC&I

IIPM



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

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Azadi Ka  
Amrit Mahotsav

## POST GRADUATE DIPLOMA IN MANAGEMENT- FOOD PROCESSING & BUSINESS MANAGEMENT (PGDM-FPBM)



Recruiters'  
**GUIDE**  
2023-24



# 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, and 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.**

Food Processing is crucial to India's food security and agriculture growth as 25 to 40 per cent of its horticulture produce is wasted due to inefficiencies in food supply chain and management. Professionals with high level of competencies in food processing management plays an important role not only in preservation of farm perishables but also in its value addition, branding and marketing, and high price realization. IIPMB's state-of-the-art facilities equip our students as managers with futuristic skill-sets and cutting edge proficiencies with Artificial Intelligence (AI), Data Analytics and High-tech managerial skills to meet the emerging challenges of 21 st century food industry.

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

**Prof. Rakesh Mohan Joshi**

# Vision & Mission

## PROGRAM VISION

To be the most preferred global program for aspiring Food Processing Business Managers and Entrepreneurs

### MISSION 1

Imparting techno-managerial knowledge and skills towards creating innovative and socially responsible managers and entrepreneurs

### MISSION 2

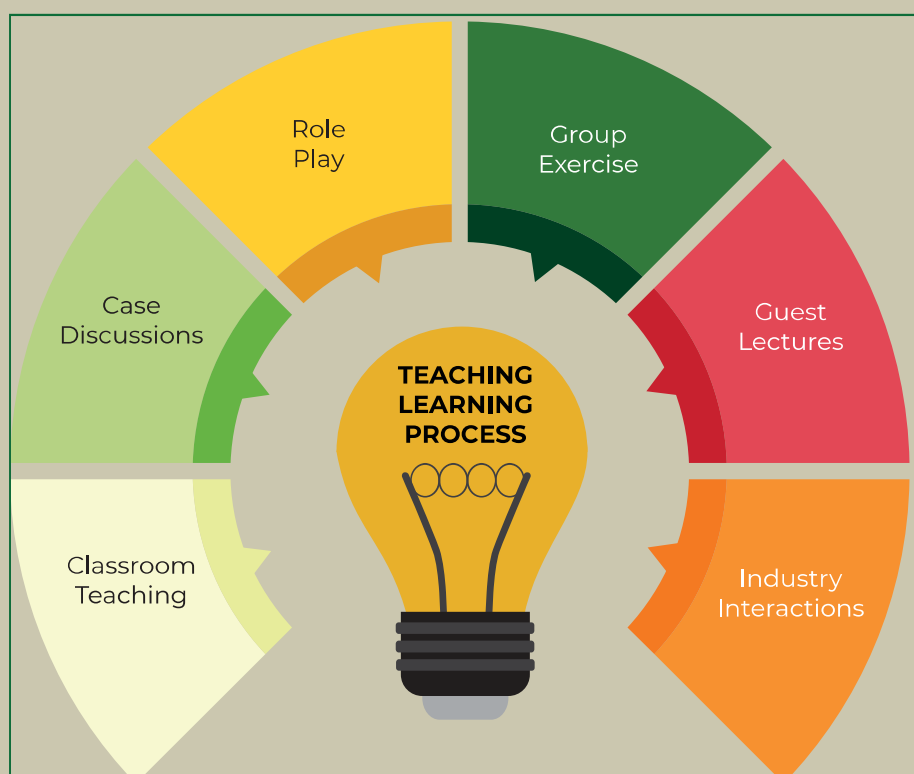
Adopting Contemporary and relevant pedagogy with industry orientation to enable experiential learning

### MISSION 3

To enhance global relevance of the program through academic and research collaboration and multicultural immersion

### MISSION 4

To continuously strive to develop and augment state-of-art academic and research environment



# Post Graduate Diploma in Management: Food Processing & Business Management (PGDM - FPBM)

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

The PGDM-FPBM Professional Management Program aims at providing management education to the entrants in the Food Processing sector. The program equips students for different managerial positions in Food Processing Sector. The program is unique in its kind, opening plentiful career advancement opportunities in the sectors. It integrates operational, behavioural, managerial and strategic aspects of food processing business. Intensive-Industry-Institute-Interaction (4Is) brings experts from food processing business closer to the student community and the programme is customized to suit their requirements.

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

### 1<sup>st</sup> TRIMESTER

Fundamentals of FPBM	
Managerial Economics	
Financial Accounting for Management	
Organization Design & Behavior	
Statistics for Management	
IT Applications in Business	
SDW	Business Communication
	Business Writing
	Adaptability

### 2<sup>nd</sup> TRIMESTER

Food Chemistry and Analysis	
Business Environment & Policy	
Business Ethics and Sustainability	
Marketing Management	
Cost & Management Accounting	
Prescriptive Analytics	
SDW	Self-Portrait & Resume Creation
	Time Management & Personal Effectiveness
	Yoga
<b>Winter Project</b>	

### 3<sup>rd</sup> TRIMESTER

Production & Operations Management in Food Processing	
Financial Management	
Buyer Behaviour for Food Business	
Human Resource Management	
Business Research Methods	
SDW	Handling Interviews
	Emotional Intelligence
	Group Discussion

**Corporate Training Segment ( Summer Internships) (April – June)**

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

### 4<sup>th</sup> TRIMESTER

Food Safety and Quality Management	
Strategic Management in FPB	
Food Retail Management	
Packaging and Labelling for FPB	
SDW	Business Communication
	Creativity and Problem Solving
<b>Projects</b>	Project Thesis Proposal Formulation and Submission

### 5<sup>th</sup> TRIMESTER

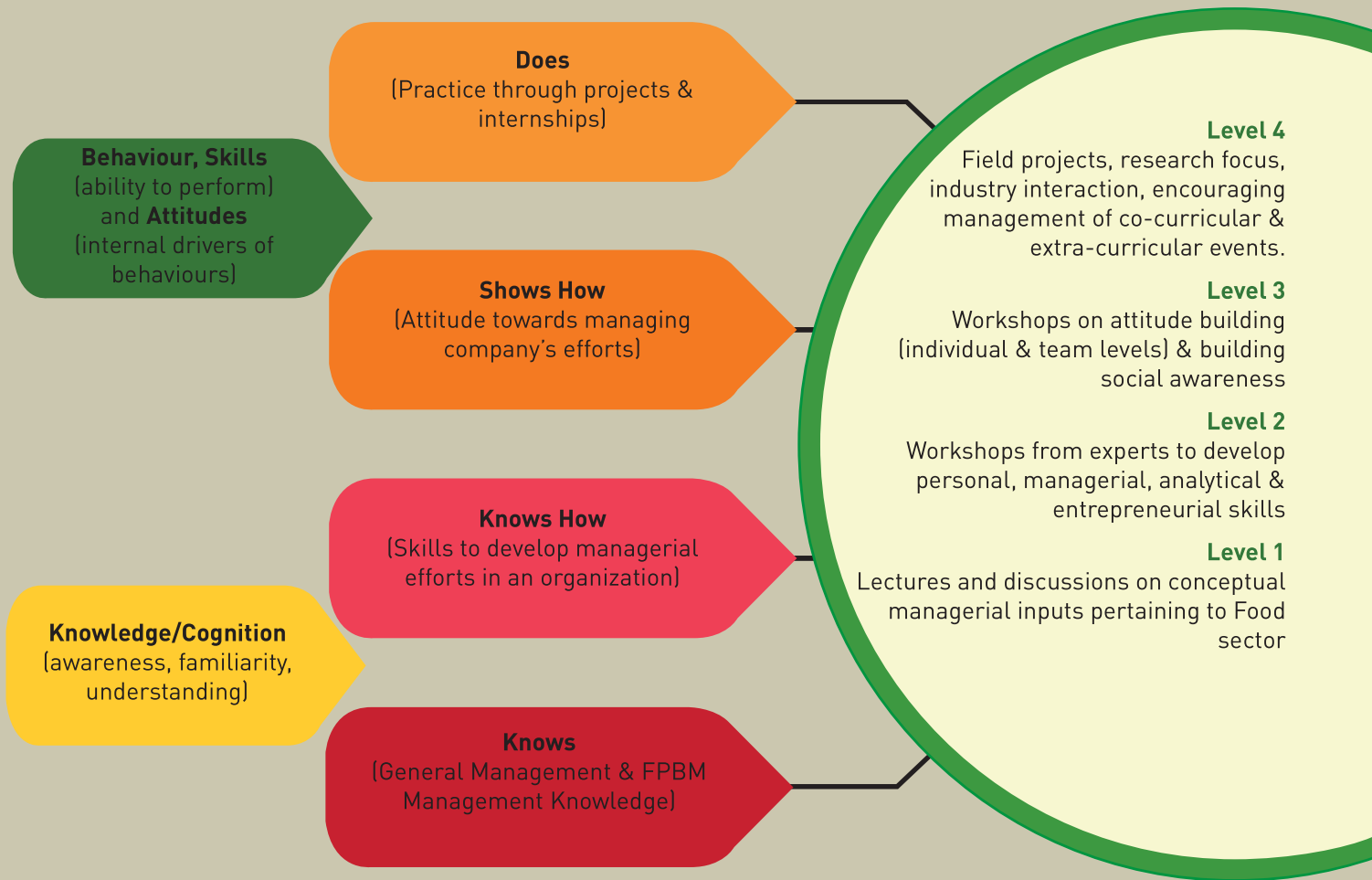
Value Addition and Supply Chain Management	
Business Analytics	
Emerging Technologies in Food Processing	
Elective-I	Product & Brand Management (M)
	Cold Chain Management (OPs)
SDW	Story Telling
	Leading Effectively
	Case Study Development
<b>Projects</b>	Thesis Development & Report Submission

### 6<sup>th</sup> TRIMESTER

International FPB Management	
Business Analytics	
Elective-II	Sales Management in Food Business (M)
	Beverage Processing & Technology Management
Elective-III	Digital Marketing (M)
	Banking and Small Financial Institutions (F)
SDW	Elevator Pitch
	Business Plan Writing and Workplace Etiquette
	Yoga
<b>Projects</b>	Thesis Presentation & Viva

**CAREER COUNSELING & 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



INDIAN INSTITUTE OF PLANTATION MANAGEMENT



## Corporates Speak

Janani Foods have been hiring IIPM-FPBM students for both internship and final placement since the first batch of the program. The placement office has been very helpful in identifying the right candidates and co-ordinating with the students both during recruitment as well as post training. The students have exhibited good amount of enthusiasm to learn during the Internship and worked more than expectations. We would for certain continue hiring through IIPM in future.

**Mr. Sundara Rajan Sampath**  
CEO,  
Janani Foods, Bengaluru



IIPM stands unique in the education system, as it is best suited with an environment that enhances the skills and productivity of the students. The campus drive was a seamless fusion of orderliness and integrity, thanks to the placement team. The students did admirably well during the interview process and I am happy to see the enthusiasm to learn new things coming from them. Looking forward to recruit many more in the coming years.

**Mr. T. Sathish Kumar**  
Founder and Managing Director  
Milky Mist Dairy, Tamil Nadu

The vibe at IIPM from the entrance to the center is so pleasant that you can only look for positive outcomes from such an Institution. IIPM prepares its students for the corporate culture & instills in them the highest degree professionalism. Green minds continue to have a very high interest in IIPM students because they are enthusiastic, bright and smart working. The Support, Mentorship of the faculty, and the placement platform is a holistic organization. Overall, it was an amazing experience to meet the wonderful students, who are being taught by accomplished faculty; most importantly they are counseled, assisted & aligned towards industry demands by the Placement Division.

**Dr. Subashini Ramaswamy**  
Founder & CEO,  
Greenminds



I always appreciate how productive and reliable IIPM students are. The passion and talent for managing things keeps the team inspired and excited. We MLIT Sol Pvt Ltd would like to appreciate the management, faculty, placement cell for their commitment and cooperation. Future positive contributions from the institute are something we look forward from you.

**Srinivas Chindam**  
CEO,  
MLIT



## Career Development Service (CDS)

- Institute's CDS Unit facilitates students to identify their potential skill and nurture them to be employable in their preferred sector.
- Organizations from food processing 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.



(Classroom)

## 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.

<b>Agri Inputs</b>	
<b>Agri-Tech</b>	
<b>Research/ Consultancy</b>	
<b>Retail</b>	
<b>Food Processing</b>	
<b>Abroad</b>	

## Testimonials from Alumni



"When I reflect on my two years in the IIPM FPBM program, campus life made me a better professional and prepared me to face the challenges in food processing and business management. The workshops and sessions by experienced professors and the opportunities for experiential learning are beyond expectations. Having been shaped by the collegial and creative, yet rigorous, environment at IIPM, I found myself able to communicate, innovate, and collaborate in ways that enabled me to build a successful communication consulting practice, and eventually to find a rewarding career in AgTech sector. It was a wonderful time in my life in this campus, and one of the best educational experiences I've had."

**Ms. Sukanya Ghosh**

Territory Business Manager  
(Sales & Marketing)  
Bayer Company, Rajasthan  
PGDM-FPBM 2018-2020



"My decision to study Food Processing and Business Management at IIPM is definitely one I will cherish for life. IIPM helped me to build myself professionally and personally by the continuous guidance from the professors, mentors and seniors. The competitive environment at IIPM always pushed me to perform my best and improve my skill sets. IIPM also supports and encourages extra-curricular activities through corporate connect, cultural & technical festivals. The FPBM Program is designed in a way which is blend of food industry with managerial exposure with real-time cases studies, industry interaction etc., which help us build us to the corporate challenges. Overall I feel proud to say, I am graduated from IIPM."

**Vaishnavi Polu,**

Assistant Key Account Manager  
ID Fresh Food (India) Pvt Ltd.  
PGDM-FPBM 2019-21



"I must say that I was fortunate to take admission in IIPMB. You have access to all the facilities you need on campus to study and research your interests. We are able to distinguish out in the business world because of the quality that is upheld on campus. Faculties at IIPMB are more like family members who look after us in every way, guiding us in areas where we are struggling to demonstrate our skills. The involvement of the faculty ensures that the placement process proceeds without any obstacles. Members of the placement committee, in particular, assist us in preparing for the interview and bring in expert trainers to guide us. We must accept that which we were accustomed to on campus. After much effort, I can now say with pride that I am an IIPMBian."

**Mr. M. Meenakshi Sundaresan**

Trainee Area Sales Executive  
ADANI WILMAR Chennai  
PGDM - FPBM 2020 -2022



FPBM 2023-25 Batch

## Why Recruit at IIPMB?

Institute's PGDM-FPBM 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.

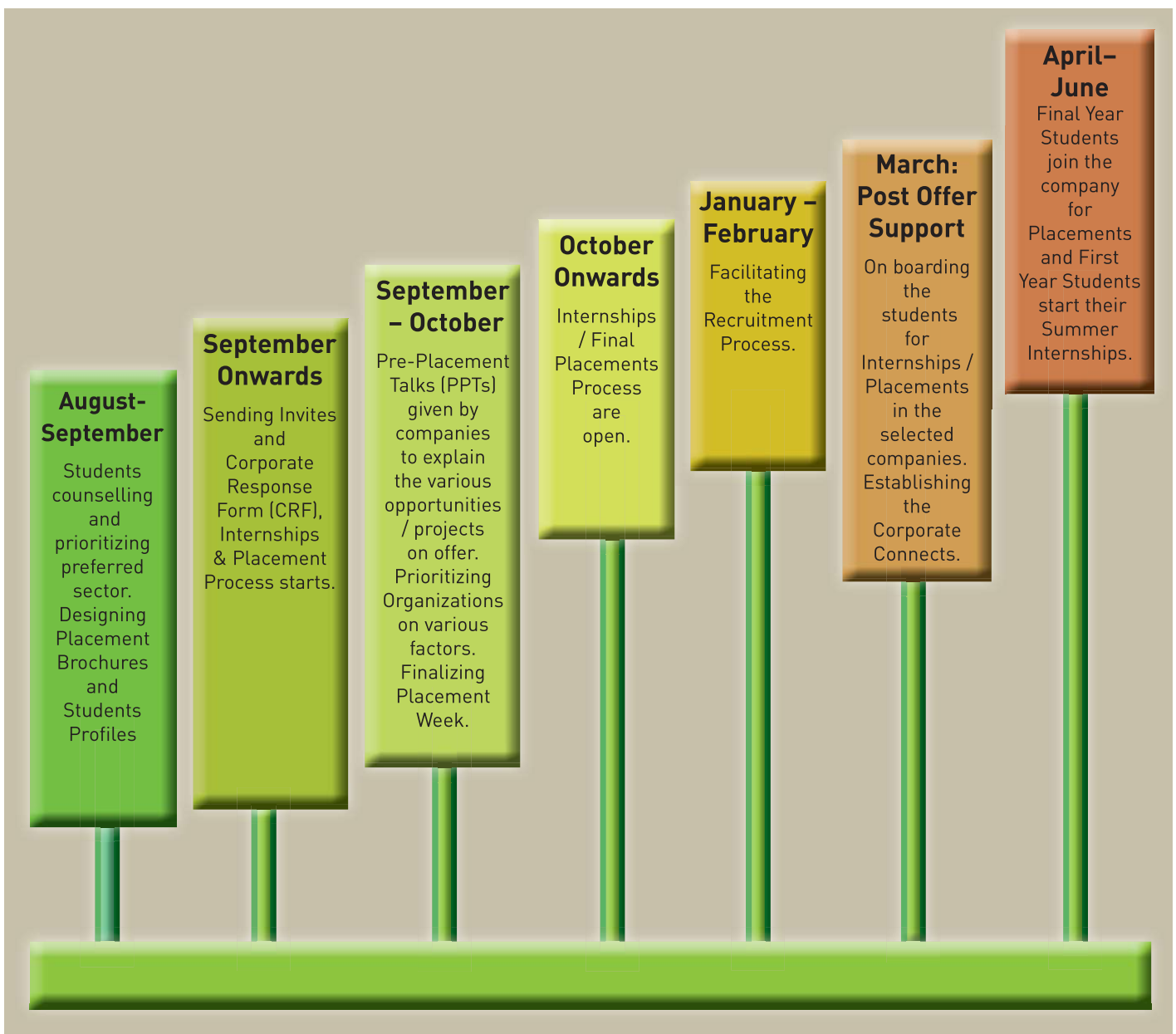
The curriculum is also updated periodically catering to the ever changing need of the industry. Students also have opportunities to interact with industry leaders through vision building talks.

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:**

**Ms. Sushma. D**

Executive (Placement & Corporate Relations)

Career Development Service Unit

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**IIPM**



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