



IIPM



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



# DEANS' COLLOQUIUM

## SYNERGIZING AGRICULTURE WITH AGRIBUSINESS

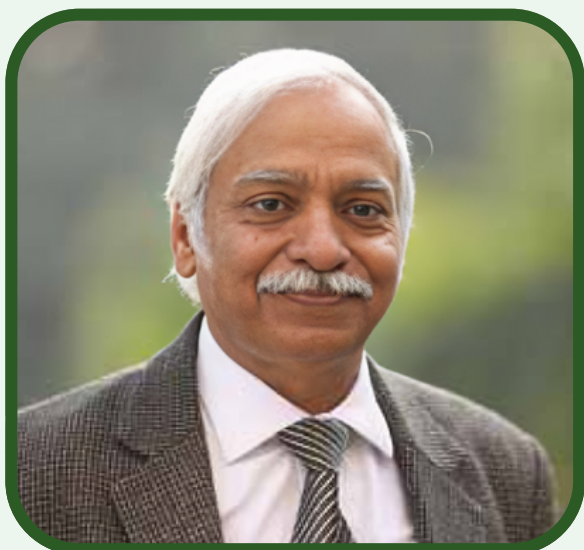


**17 May 2024**



**IIPM Campus**

# DIRECTOR'S MESSAGE



Indian Institute of Plantation Management (IIPM) Bangalore, under the aegis of the Ministry of Commerce and Industry, holds a distinguished position in the realm of agribusiness and plantation management education. Endowed with the backing of this esteemed ministry, IIPM is empowered to spearhead initiatives that foster innovation, research, and policy development in the plantation sector. Through synergistic collaborations with governmental bodies, commodity boards, industry stakeholders, and academic partners, IIPM fulfills its mandate to nurture skilled professionals and catalyze sustainable growth in the Agri- Plantation industry.

I am delighted to welcome you to our colloquium on "Synergizing Agriculture with Agribusiness." This event promises to be a dynamic platform for exploring the transformative potential of agribusiness in enhancing agricultural productivity and profitability. As we delve into discussions on integrating agricultural practices with modern agribusiness models, identifying lucrative career pathways, and fostering curriculum interventions, I encourage you to actively engage, share insights, and collaborate towards shaping the future of agriculture. Together, let us harness the power of knowledge exchange and collective action to drive innovation and sustainability in the agricultural sector.

**Prof. Rakesh Mohan Joshi**

Director

# Theme : *“Unlocking Potential for Sustainable Growth through Agribusiness Education”*

## BACKGROUND

Agribusiness, which encompasses the entire value chain from farm to fork, presents opportunities to transform agriculture by integrating production, processing, marketing, and distribution activities. In today's evolving agricultural landscape, there is a pressing need to move beyond traditional farming practices and embrace agribusiness principles. This entails not only enhancing productivity and efficiency in agricultural production but also seizing market opportunities through value addition, processing, and marketing.

It is therefore essential for all the stakeholders in the sector to be prepared for this transition to bring the transformation. Integrating the agri and allied sectors such as food processing, veterinary, horticulture, and dairy into agribusiness models presents an opportunity to unlock value across the entire agricultural value chain, from production to post-harvesting activities. It is worth mentioning about the initiatives taken by Government through schemes and policy interventions. However, to have a holistic transformation, educational institutions play a pivotal role. The curriculum structure and the teaching learning process, more specifically by the Agricultural Universities should ensure that the program outcome and program education outcome synergize with agribusiness.

This colloquium aims to create a platform for the academicians, leaders in education wherein they get an opportunity to interact with industry experts on the innovative practices in agribusiness. Secondly, the colloquium will enable to realize the huge career opportunities that are ahead in agri and allied sectors. Finally, the program aims at identifying the skill sets required for the future leaders to manage this sun rise sector through robust curriculum.

# PROGRAM OVERVIEW

## **Key Note Speech :**

- Emerging scenario of agribusiness and its significance in modern agriculture

## **Panel Discussion: Opportunities for Integration**

- Innovative practices: Experience sharing
- Career opportunities in agribusiness sector
- Skill sets for creating future leaders : HR Talk
- Agribusiness education-current scenario : VC from Agri-University

## **Breakout Sessions: Strategies for Success**

- Identifying the gap and the way-ahead for agri education

## **Target Audience:**

- Deans of Agricultural / Horticultural Universities and / HODs / Faculty in charge of student affairs who are involved in curriculum design.



## **Patron:**

Prof. Rakesh Mohan Joshi

Director, Indian Institute of Plantation Management, Bengaluru

## **Faculty Coordinators :**

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