



IIPM

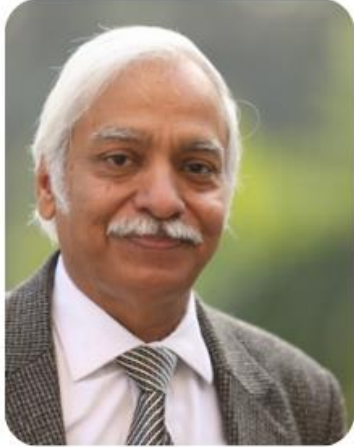
भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



IIPM-PULSE

JULY 2024

VOLUME 1 ISSUE 3



*IIPMB congratulates our former Director, Prof. Dr. Rakesh Mohan Joshi, on his new position as Vice Chancellor of Indian Institute of Foreign Trade. Wishing you continued success in your new role!*

*Congratulations to Prof. Dr. John Mano Raj. S on your appointment as the new Director Ilc of the Indian Institute of Plantation Management. We look forward to your leadership and vision!*





# CONTENTS

Deans' Colloquium	01
MOU: Bisleri International Pvt Ltd	02
National Research Workshop	03
Training Program: KAPPEC	04
Management Development Program	05
Academic Social Responsibility	05
Summer Internship Placements	06
Curriculum Review Workshops	07
Faculty Achievements	08
Faculty Publications	08
Student Achievements	09
Team Expansion Highlights	09
Upcoming Events	09

## DEANS' COLLOQUIUM



IIPMB was delighted to host Deans' Colloquium with the theme "Synergizing Agriculture with Agribusiness" aiming at Unlocking Potential for Sustainable Growth through Agribusiness Education. The colloquium's keynote address was delivered by Mr. Shom Chatterjee, Executive VP, Procurement and Logistics, ITC Food Division. Mr. Kunal Prasad, Advisor Bambrew, Co-Founder Cropin, Startup Seed stage investor., Ms. Girija R, Development Professional, Research scholar and GAUC's Global Youth Ambassador working on Climate action., Shri U Dharma Rao, Regional Head, Bengaluru, APEDA., Dr. Israel Inbaraj.F, Vice President HR, Adani Wilmar, Dr. D. Raja Jebasingh, Ph.D, Associate Professor & Vice Principal - Liasion, St. Joseph's College of Commerce, Bengaluru., Prof. J.R Sharma had shared their remarkable insights on emerging topics such as innovative agricultural practices, the challenges of conducting impactful research, and teaching and learning, and holistic education.

We extend our special thanks to all the Deans participating in this colloquium for sharing their perspectives on identifying gaps and future directions in agricultural education.



## Bisleri International Pvt Ltd Signs MOU with IIPMB



We are thrilled to announce a momentous partnership between Bisleri International Pvt Ltd and our esteemed institution, IIPMB. This collaboration, solidified through a Memorandum of Understanding (MoU), heralds a new era of synergy and innovation. At the heart of this alliance lies a shared commitment to environmental stewardship and sustainable practices. Bisleri's visionary "Bottles for Change" program will be a focal point, aiming to educate and empower communities on responsible plastic usage and recycling. Through this MoU, we look forward to engaging in joint research and development initiatives, hosting collaborative

seminars, and facilitating industrial training opportunities. Moreover, the partnership promises enhanced avenues for internships and placements for IIPMB students, providing them with invaluable industry exposure and career prospects. Mr. K Ganesh, Director of CSR at Bisleri, graced the occasion, underscoring the company's dedication to fostering meaningful educational partnerships. Together, we embark on a journey towards fostering environmental awareness, driving impactful research, and preparing our students to become leaders in sustainability. This milestone signifies not only a shared vision for a greener future but also a testament to the transformative power of collaboration between industry and academia.



# National Workshop



Chief Guest  
Dr. Atish Chattopadhyay

## Resource Persons



Dr. Ganesh Kumar



Dr. Gyan Prakash



Dr. Sahil Gupta



Dr. Subhadeep Mukherjee

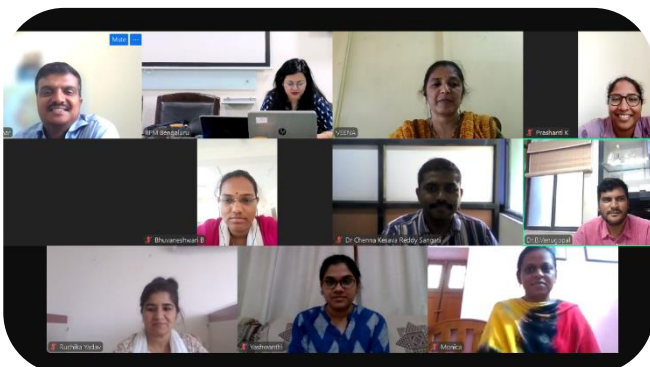
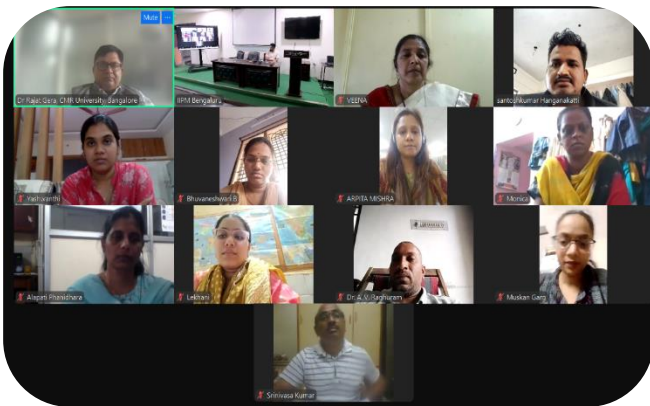
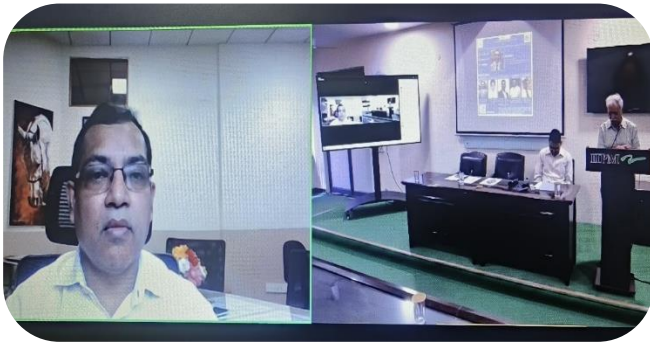


Prof. Dr. Rajat Gera

### NATIONAL WORKSHOP ON RESEARCH PAPER DEVELOPMENT AND PUBLICATION IN QUALITY JOURNALS

Indian Institute of Plantation Management Bangalore (IIPMB) recently had the privilege of hosting a prestigious 30-hour national workshop on "Research Paper Development and Publication in Quality Journals (ABDC/ Web of Science/ Scopus)." from May 27<sup>th</sup>-31<sup>st</sup>. The event was a resounding success, thanks to the valuable contributions of esteemed speakers and enthusiastic participants.

Dr. Atish Chattopadhyay, Vice Chancellor of Jagdish Sheth School of Management; Dr. Ganeshkumar. C, Associate Professor at IIFT; Dr. Rajat Gera, Cluster Dean, CMR University; Dr. Gyan Prakash, Assistant Professor, NIT Jalandhar; Dr. Subhadeep Mukherjee, Assistant Professor, Ramaiah University; Dr. Sahil Gupta, Assistant Professor, Jaipuria School of Business, Ghaziabad & Guest Associate Professor at UCSI, Malaysia, shared their expertise on various aspects of the research process, strategies, techniques, and guidelines. Their insights were invaluable in enhancing the knowledge and skills of all attendees. We extend our heartfelt gratitude to all the participants for their active participation and engagement throughout the workshop. We would also like to express our sincere appreciation to our esteemed director, Prof. R. M. Joshi, for his unwavering support and guidance in making this event a grand success



## Training Program

# Export Management of Plantation Commodities with a Focus on Coconut



Indian Institute of Plantation Management (IIPM) recently hosted a two-day training program on "Export Management of Plantation Commodities with a Focus on Coconut." The event, held on June 24<sup>th</sup> and 25<sup>th</sup>, was organized in collaboration with KAPPEC.



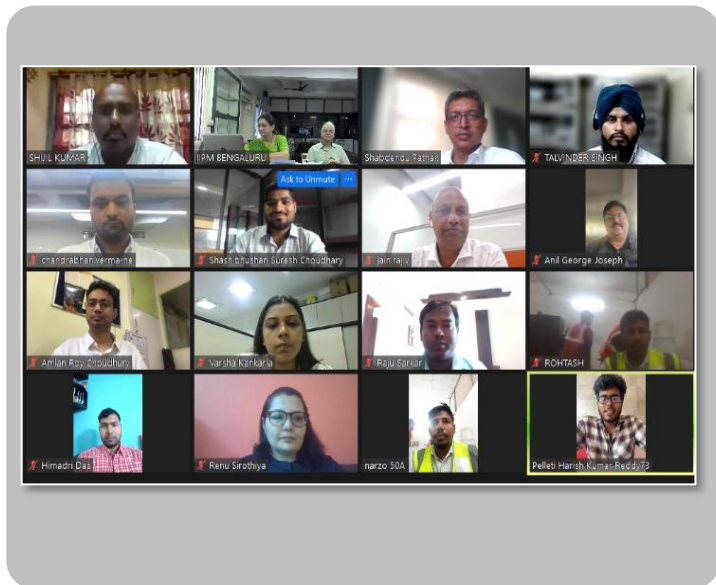
The training program was designed to equip participants with a thorough understanding of export management processes for plantation commodities, with a special emphasis on coconut. Attendees had the opportunity to engage in insightful discussions, group projects, and case studies led by experienced faculty members from IIPM and external experts in the field. The event saw active participation from industry professionals, students, and researchers, all eager to enhance their knowledge and skills in export management within the plantation sector.



# MANAGEMENT DEVELOPMENT PROGRAM

## Sustainability and ESG Reporting

Held online on May 27 and 28, this two-day program was organized by the Centre for Sustainability and Climate Change at IIPMB. It featured keynote speaker Mr. Chacko Thomas from TATA Sons Ltd. and other distinguished speakers such as Jyotsna Belliappa from Bluesky Sustainable Business, Vasanti Tapadia from PEAL and PICSP, Ankush Jain from ITC Ltd., and Gayathri Ramanna from EHS Consultants Group. The program targeted professionals in sustainability and governance, NGO executives, and government officials, focusing on ethical decision-making, ESG reporting, productivity enhancement, and fostering a positive workforce culture. Attendees appreciated the expert insights and comprehensive coverage of sustainability issues.



## Academic Social Responsibility

### Online ASR Seminar on Career Prospects in the Food and Agriculture Exports Industry

On May 2, 2024, IIPMB hosted an Online ASR Seminar at Bannari Amman Institute of Technology in Sathya Mangalam, Erode, Tamil Nadu. The seminar focused on "Career Prospects in the Food and Agriculture Exports Industry." Esteemed speakers included Dr. Giresan C, Sr. Vice President of SMS Food Testing Lab Pvt Ltd., along with IIPMB faculty members Dr. Channa Kesava Reddy Sangati (Assistant Professor, Nutrition and Technology), Dr. Prakash K C (Assistant Professor, Agri-Business), Dr. Venugopal B (Assistant Professor, Finance and Accounting), and Dr. Sahiba Sharma (Assistant Professor, General Management). These experts shared their insights on the industry's career opportunities, helping students understand potential career paths and industry dynamics.

Dr. Shilpa (Assistant Professor) conducted an ASR with students by providing awareness about the institute programs.



# SUMMER INTERNSHIP PLACEMENTS OUR ESTEEMED RECRUITERS

## PGDM ABPM



## PGDM FPBM



## PGDM AEBM

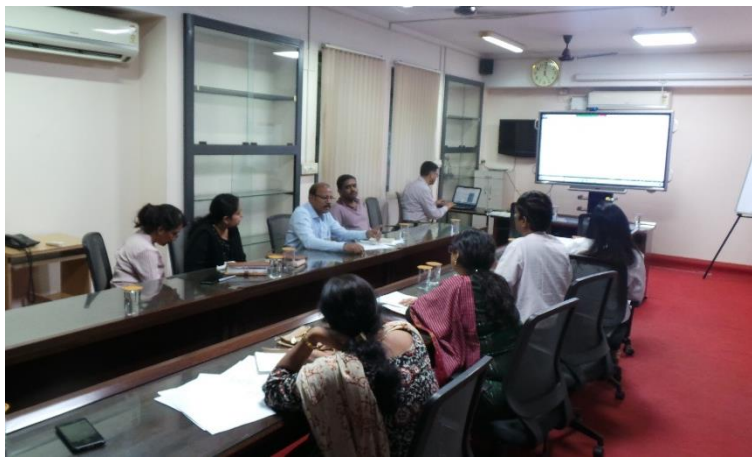




# CURRICULUM REVIEW WORKSHOP



To align with the latest educational trends, the faculties of the Indian Institute of Plantation Management (IIPM) conducted two comprehensive curriculum review workshops, held on June 7<sup>th</sup> and 11<sup>th</sup>, 2024, the sessions were led by Dr. John Mano Raj. The workshop focused on updating course outlines for the upcoming batch to ensure that the curriculum remains relevant and effective in enhancing students' skills. The collaborative effort aimed at equipping students with the necessary tools and knowledge to excel in their fields.



## FACULTY ACHIEVEMENTS



At the Stakeholder Consultation Workshop on "Unlocking the Potential of Plantation Crops in Meghalaya," Dr. John Mano Raj, S, Professor (Marketing) & Director (I/C) of IIPMB, delivered an insightful presentation on "Sustainable Marketing Practices: Building Competitiveness & Augmenting Income." sustainable practices.

### Dr John Mano Raj at the stakeholders meeting on Sustainability of Natural Rubber Cultivation:

Building Capacity to Comply with EUDR Regulation.



## Faculty Publications

Paper Title	Journal Name	Volume, Issue, and page no.	ISSN No
Block chain-based Traceability in the Agricultural Sector: A Case Study on the Adoption of FPO" Emerging Disruptive Technologies for Society 5.0 in Developing Countries: Challenges and Applications" <b>Author/s</b> Dr.C. Ganeshkumar, Dr. B. Venugopal	Advances in Science, Technology & Innovation" by Springer Publisher (Scopus).	(Accepted to publish) 2024	Electronic ISSN 2522-8722 Print ISSN 2522-8714
Does the purchase intention of green consumers align with their zero-waste buying behaviour? An empirical study on a proactive approach towards embracing waste-free consumption. <b>Author/s</b> Sahiba Sharma	Heliyon.	Vol 10 (3) Feb 2024, www.cell.com/heliyon. https://doi.org/10.1016/j.heliyon.2024.e25022,	ISSN 2405-8440
The Impact of Social Media Influencer Marketing on Consumer Behavior and Brand Loyalty <b>Author/s</b> Dr D Nabirasool	Academy of Marketing Studies Journal	Volume 28, Issue 2, Pp. 1-12	Print ISSN: 1095-6298; Online ISSN: 1528-2678
Bibliometric analysis of digital payment systems <b>Author/s</b> Kuldeep Kumar Kamboj, Ankit Kesharwani, Rakesh Mohan Joshi, Prateek Maheshwari	International Journal of Electronic Banking 10.1504/IJEBANK.2024.136850	Vol. 4 (2), pp. 168-192 ABDC, Scopus	Print ISBN: 1753-5239 Online ISSN: 1753-5247

## STUDENT ACHIEVEMENTS

At the Doctoral Colloquium 2024 on Business Competitiveness for Attaining Sustainability, organized by Ramaiah University, Ms. Krithika M, (student, IIPMB), presented her research paper titled "**From Heatwaves to Higher Profits: How Sustainable Farming Can Spice Up the Industry's Future & Farmers' Livelihood.**" Under the Guidance of Dr. Sahiba Sharma



## New Talent Joins IIPMB



**Dr. Maneka Goyal**  
Assistant Professor  
Food Processing Management



**Dr. Lavanya B T**  
Assistant Professor  
Agribusiness Management



**Dr. Naveen B R**  
Assistant Professor  
Decision Sciences and Operations  
Management



**Dr. Shreya Pal**  
Assistant Professor  
Economics and International Trade

## UPCOMING EVENTS

- EUROPEAN UNION DEFORESTATION-FREE REGULATION PROJECT: STAKEHOLDERS MEET
- BoS Meeting/ IQAC
- IIPM Employees Refresher Program

ABPM



FPBM

AEBM



## EDITORIAL TEAM

**Patron:** Prof. Dr. John Mano Raj. S

**Chief Editor:** Dr. Sahiba Sharma (Assistant Professor, IIPMB)

**Student Representative:** Edward Joel S (AEBM)

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