



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

OCTOBER 2024

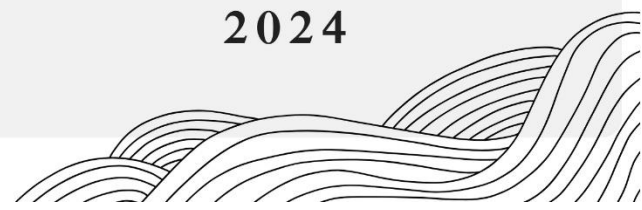
VOLUME 1 ISSUE 4



## Academic Programmes 2024 - Inauguration



IIPMB wins  
“**Outstanding  
Institute/Universities**”  
Award at Outlook  
Agri-tech Summit 2024  
and  
“**Academic Leadership  
Award**”  
at Karnataka  
Agriculture Summit  
2024



# CONTENTS

	Page No.
1 Academic Programmes 2024 - Inauguration	1
2 Stakeholders' Meeting on EUDR	2
3 Guest Sessions	3
4 Corporate Talks	4
5 Leadership Talk Series	5
6 IIPMB - Awards and Recognitions	6
7 Training Excellence	7
8 Experiential Learning	7
9 Faculty Development Programmes	7
10 Students' Achievements	8
11 Independence Day Celebration	8
12 Hindi Diwas	9
13 Teachers' Day Celebration	9
14 Faculty Achievements	10
15 Sampark Srinkhala	11
16 Samagam 2K24	12
17 BoS / IQAC Meeting	13
18 IIPMB Employees' Refresher Program	13
19 Photography Contest- Winner Announcement	14

## Inauguration of Academic Programmes

On 26<sup>th</sup> July 2024, the Indian Institute of Plantation Management Bangalore (IIPMB) inaugurated its flagship academic programmes—PGDM-ABPM, FPBM, and AEBM— by Shri L. Satya Srinivas, IRS, Chairman, IIPMB and Additional Secretary, Department of Commerce, Government of India. This inauguration symbolized the Institute’s continuous efforts to nurture future agribusiness leaders and foster sustainable development.

The Academic Programme Facilitators—Dr. Shilpa K, Dr. K. Narendran, and Dr. B. Venugopal—provided a detailed introduction to the programmes, offering students valuable insights into the curriculum, key areas of focus, and the experiential learning approach that sets IIPMB apart.



## Stakeholders' Meeting on EU Deforestation-Free Regulation (EUDR)

On 3<sup>rd</sup> July 2024, IIPMB, in collaboration with the Coffee Board and Rubber Board, hosted a stakeholders' meeting on the EU Deforestation-free Regulation (EUDR). The meeting brought together key agricultural players to discuss sustainability and global trade compliance.

The project aims to ensure deforestation-free supply chains meet EU regulations. Keynote addresses by Shri Vasanthagesan IRS, Executive Director, Rubber Board, and Dr. D. R. Babu Reddy, Deputy Director, Coffee Board, emphasized leveraging technology like geo-tagging and blockchain for supply chain transparency and traceability. These innovations will help both smallholders and large producers to meet EUDR standards. The meeting focused on collective efforts to support smallholder farmers and promote sustainability in plantation industries while fostering compliance with the EUDR.



## Guest Sessions



**Mr. Mahesh L C**

Former Global Head of Sales and Marketing at Sanat Products - Schwabe Group, Bengaluru.

Topic: B2B Sales Management



**Ms. Aruna Rangachar Pohl**

Executive Director of the India Foundation for Humanistic Development (IFHD), Bengaluru.

Topic: Linking FPCs with Retail Chain and Strategies for Market Access



**Dr. Arun Kumar P**

Senior Manager R&D, Jagdale Industries Limited (JIL), Bengaluru.

Topic: Modern Food Packaging Techniques



**Mr. Vijaya Kumar N S**

Cost Accountant, CMR Institute, Bengaluru

Topic: Financial Viability



**Mr. Alive Jenny Valet Vijjeswarapu**

Inventory Control Manager at More Retail Private Limited, Mumbai.

Topic: Merchandise Management Strategies



**Mr. Harshad TP**

Engagement Manager at T&A Consulting, Gurugram.

Topic: Opportunities and Challenges in Cross Border Economic Development



**Mr. Sagar Thapliyal**

Lead data analyst, Learnbay, Bengaluru.

Topic: SQL - Structured Query Language



**Mr. Muralidhara Anandamurthy**

Academic Ambassador, JMP division of SAS

Topic: JMP Software

## Corporate Talks



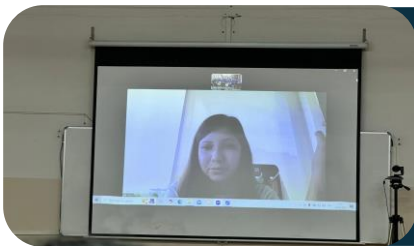
**Mr. Vasuki Venkatadri**  
National Sales Manager  
HM.CLAUSE, Portes-lès-Valence, France.  
**Topic - Vegetable Seed Industry in India - the Trends and Mechanism**



**Mr. Praveen Dharamraj**  
Managing Director  
Fresh Green Exports, Bengaluru.  
**Topic- Your Entrepreneurial Journey and Emerging Opportunities - F & V Retail**



**Mr. Chiranjeevi A R**  
Founder and Managing Director  
Scion Agricos, Bengaluru.  
**Topic- Your Entrepreneurial Journey and Emerging Opportunities - F & V Retail**



**Ms. Sneha Gabriela Gomes**  
Head of Brand Marketing  
Ceres Foods Pvt Ltd, Mumbai.  
**Topic - Marketing in the World of Food and Beverages**



**Mr. Neelkant Pandhare**  
Manager of Training & Certification  
Rainforest Alliance, Bengaluru.  
**Topic - Rainforest Certification for Agri-Produce Export**



**Mr. Sumanth D C**  
East-West Seed, Nonthaburi, Thailand.  
**Topic - Agri-Input Industry**



**Mr. Praphull Kumar Jha**  
Supply Chain Manager  
Gardenia Cosmotrade LLP (GCLLP), Mumbai.  
**Topic - Nitty Gritty of Supply Chain Management in the Food Processing Business**

## Leadership Talk Series



IIPMB hosted Dr. Ch. Srinivas Rao, Director, ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad, for an inspiring Leadership Talk on August 2nd, 2024. Dr. Rao emphasized the pivotal role of youth in driving agricultural innovation and entrepreneurship. His session provided invaluable insights into the future of agriculture, addressing key challenges in the agri-ecosystem, including sustainable practices, food security, and water management.



Ms. Preeti Deshmukh, Founder and CEO of Foodnest, in her engaging Leadership Talk on the theme "Unlearning the Learned in Entrepreneurship and Career Goals" emphasized on the importance of challenging notions to uncover new opportunities, enhance product placement, and adopt sustainable practices within the food sector. Her talk encouraged participants to rethink established norms, adapt to evolving market trends, and focus on sustainability as a key driver of success. She further illustrated her points with a compelling case study of her entrepreneurial journey, offering valuable lessons in innovation and growth.

## IIPMB Shines at Prestigious Agriculture Summits in 2024

### *"Outstanding Institute/Universities" Award at Outlook Agri-tech Summit & Awards 2024*



IIPMB secured the award for "Outstanding Institute/Universities" at the Outlook Agri-tech Summit & Awards 2024, held on 9<sup>th</sup> September in New Delhi. Sponsored by Swaraj Tractors and co-sponsored by Dhanuka Agritech Ltd. and IPL Biologicals Limited, the event theme was "The Future of Farming: Sowing the Seeds of Change." This award was presented by Shri Devesh Chaturvedi IAS, Secretary, Ministry of Agriculture & Farmers Welfare, Government of India.

### *"Academic Leadership Award" at Karnataka State Agriculture Summit 2024*

On 25<sup>th</sup> September 2024, IIPMB was honoured with the "Academic Leadership Award" at the Karnataka State Agriculture Summit 2024, held at the Hotel Taj West End, Bengaluru, organized by the Indian Chamber of Food and Agriculture (ICFA), this recognition was presented by Shri Anbukumar IAS, Secretary, Agriculture, Government of Karnataka. Prof. John Mano Raj S (Director Incharge) participated as a panel member and shared insights on "Agri-Supply and Value Chain Development".





## Training Excellence

IIPMB hosted a Training Programme on "Building Managerial Skills for High Performance" on 29<sup>th</sup> August 2024 for the Tea Research Association (TRA Tocklai) scientists, Jorhat, Assam. Director Incharge, Prof. John Mano Raj S., and Prof. K. Narendran, served as the key resource persons.



## Experiential Learning at Rajaghatta FPC



On 11<sup>th</sup> September 2024, PGDM-ABPM students from IIPMB visited Rajaghatta Farmer Producer Company, Doddaballapura, as part of their experiential learning in the course "Managing Farmer Collectives." The visit provided deep insights into FPC operations, challenges, and the transformative benefits for farmers.

## Faculty Development Programmes

The Faculty Development Programme (FDP) on "Agripreneurship - The Urge for New Career Choices" successfully concluded at IIPM Bengaluru from 26<sup>th</sup> – 31<sup>st</sup> August 2024 led by Dr. Dinesh Jain and Dr. Nabi Rasool. The programme provided participants with valuable insights into agripreneurship, marketing, and finance. Faculty members from various institutions gained the skills to foster entrepreneurship and drive economic growth in the agrarian sector.



## STUDENTS' ACHIEVEMENT



Valaboju Amulya



Dheeraj Jain



Pavani Priyanka

## RUNNER UP

SUSHODH - CASE STUDY, KRISHI CHANAKYA 2024 ORGANIZED BY MANAGE, HYDERABAD

### Independence Day Celebration



IIPMB, proudly celebrated Independence Day with the unfurling of the national flag and vibrant cultural performances reflecting India's diverse heritage. The event was graced by an inspiring address from our Director I/c, Prof. John Mano Raj S., who emphasized the importance of freedom, unity, and progress. As we paid tribute to our freedom fighters, the occasion ignited a renewed sense of responsibility among students and staff to contribute to the nation's growth. The celebration served as a reminder of our

collective journey towards a brighter and prosperous future.



## Hindi Diwas हिन्दी-दिवस

हिन्दी भाषा नहीं भावों की अभिव्यक्ति है, यह मातृभूमि पर मर मिटने की भावना है”- 14 सितम्बर 1949 को हिन्दी को राजभाषा (आधिकारिक भाषा) घोषित करने के उपलक्ष्य में हर साल इसे हिन्दी-दिवस के रूप में मनाया जाता है। हिन्दी दिवस के इस शुभ अवसर पर भारतीय बागान प्रबंधन संस्थान, बैंगलुरु में एक भव्य कार्यक्रम आयोजित किया गया, इसकी तैयारी एक हफ्ते से शुरू कर दी थी जिसमें छात्र-छात्राओं का चयन किया, और उसके बाद हिंदी दिवस के आयोजन और व्यवस्थाओं की पूरी योजना बनाई। भारतीय बागान प्रबंधन संस्थान, बैंगलुरु में 13 सितम्बर को भाषण, वाद-विवाद प्रतियोगिता, कविता, गायन, नृत्य एवं नाटक के माध्यम से हिंदी भाषा के महत्व और उसके सांस्कृतिक योगदान को मनाया गया।



## Teachers' Day celebration

Teachers' Day serves as a special reminder of the educator's invaluable contribution that contributes to shaping our futures. At IIPMB, we recognize the tireless efforts of teachers who go beyond the classroom to nurture young minds and prepare students for life's challenges. Their guidance fosters academic growth and also shapes our personal and professional journeys. On 5<sup>th</sup> September 2024, IIPMB celebrated Teachers' Day to express our gratitude for their unwavering dedication and influence in our lives.



## Faculty Achievements

### Publications

- Gurpreet Singh, Vasant P. Gandhi & **Dinesh Jain** (2024) “Micro-irrigation adoption and the Jevons’ Paradox: A study from four states of India”. *Agricultural Water Management*. Vol. 303, 109040.
- **Sudha, S.**, Ganeshkumar, C. & Kokatnur, S.S. (2024), "Adoption of mobile applications (apps) for information management in small agribusiness enterprises – an exploratory mixed-methods study of Farmer Producer Companies in India", *Global Knowledge, Memory and Communication*, Vol. ahead-of-print. <https://doi.org/10.1108/GKMC-12-2023-0470>
- Chandan A. Chavadi, **Shilpa S. Kokatnur**, Monika Sirothiya, (2024), “Role of Q-Commerce Instant Gratification on Customer Satisfaction: The Moderating Effect of Green Packaging” Vol. 54, Issue 8
- **Pal, S.**, Mahalik, M. K., Mallick, H., & Heshmati, A. (2024). Does Financial Development Induce Total Factor Productivity Growth in an Emerging Economy? The Role of Gender Human Capital. *Journal of Public Affairs*, 24(4), e2945. <https://doi.org/10.1002/pa.2945>
- Mahalik, M. K., & **Pal, S.** (2024). Factors Affecting Traditional and Modern Services Imports in an Emerging Economy: The Role of Real Exchange Rate and Remittances Inflows. *The Indian Economic Journal*. <https://doi.org/10.1177/00194662241265485>
- Villanthenkodath, M. A., **Pal, S.**, & Ansari, M. A. (2024). Unlocking Sustainable Development: Evaluating the Impact of Monetary and Fiscal Policies on Ecological Footprint in India. *World Development Sustainability*, 100186.

### Projects

- Ongoing project (2024) on “Review on Price Collection Methodology and Publication System of Natural Rubber by Rubber Board”  
Team Members: Dr. B Venugopal & Dr. Sahiba Sharma



## SAMPARK SRINKHALA

IIPMB recently organized an inspiring series of alumni talks, bringing together esteemed graduates from various sectors to share their professional journeys and industry expertise with current students. The event provided a platform for insightful discussions across a diverse range of topics, offering valuable guidance for the next generation of professionals. Among the areas covered were the dynamic agri-input sector, emerging retail opportunities, and innovative approaches to product strategy. These sessions not only allowed students to gain practical knowledge but also offered a chance to build meaningful connections with accomplished industry leaders, preparing them for the challenges of the modern business environment.



**Mr. Anuj Sharma**  
Head of Paddy and Wheat  
DCM Shriram Ltd



**Mr. Rohan Patil**  
Customer Insight Lead – Marketing  
Syngenta India, Pune



**Mr. Niraj Yadav**  
DGM  
Emami Ltd



**Mr. Preetham Gowda**  
Brand Specialist  
Amazon

## SAMAGAM 2k24

IIPMB hosted two remarkable alumni events: a reunion at Hyderabad on 14<sup>th</sup> September 2024, and IIPM Bengaluru campus, on 22<sup>nd</sup> September 2024. Both events were a vibrant celebration of shared memories and future connections, with alumni and students coming together to foster camaraderie and bridge generational gaps. From reliving campus days to inspiring current students to pursue their aspirations, these gatherings were filled with joy and inspiration. A heartfelt thanks to Director I/c, Prof. John Mano Raj S, Dr. Dinesh Jain, our esteemed alumni, and everyone who contributed in making these events a success.



## BoS / IQAC Meeting



10<sup>th</sup> Board of Studies and 2<sup>nd</sup> IQAC meeting (hybrid) held on 11<sup>th</sup> July 2024, at IIPMB campus. In the meetings, the experts shared their valuable insights on the curriculum, making students industry-ready, and reviewed the progress on National and International linkages, Accreditations and Rankings, and Center of Excellence (CoE) activities.



## IIPM Employees' Refresher Program

On 20<sup>th</sup> July, 2024, IIPMB held a comprehensive refresher training program for its employees, faculty, and staff. The one-day event aimed to revitalize employees by offering motivational insights, engaging team-building activities, and dynamic academic planning strategies.





IIPMB Photography Contest 2024 – Winner  
P.V. Sai Chandra

## EDITORIAL TEAM

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

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

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

### Connect

Administration: +91-80-23211716 (EPABX)

[administration@iipmb.edu.in](mailto:administration@iipmb.edu.in)

[admissions@iipmb.edu.in](mailto:admissions@iipmb.edu.in)

Indian Institute of Plantation Management Bengaluru

Jnana Bharathi Campus, P.O. Malathalli,

Bengaluru - 560 056.