



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



VOLUME 2

JANUARY 2025

ISSUE 1



HIGHLIGHTS

- Industry Academia Conclave
- World Food Day 2024
- · Kannada Rajyotsava
- Management Development Programme
- · Livelihood Business Incubator

- · Samagam 2024
- Commerce Secretary's Visit
- NBA Expert Team Visit
- · Spardha 2024
- Corporate / Guest Lecture



INDUSTRY ACADEMIA CONCLAVE 2024

JANUARY 2025 VOLUME 2 ISSUE 1



On November 14, 2024, the Indian Institute of Plantation Management, Bengaluru, hosted the Industry-Academia Conclave on the theme "Navigating Global Challenges: Strategies for Growth in Agri-Business and Food Exports". The event featured expert talks on technology in agriculture, climate change, and supply chain management, a panel discussion on innovation and consumer trends, and a presentation by Mr. Gaurav Reddy, Co-founder of Cropwings.

Director I/c, Prof. John Mano Raj S., in his opening remarks, highlighted the importance of academia working closely with the industry and thanked all the industry partners.

(Faculty Coordinators: Dr. Archana Thulaseedharan & Dr. Maneka Goyal).





WORLD FOOD DAY

JANUARY 2025 VOLUME 2 ISSUE 1



On October 16, 2024, Indian Institute of Plantation Management celebrated World Food Day 2024 with the theme "Right to Food for a Better Life and Future" reflecting the institute's commitment to equitable and sustainable food systems. The event featured esteemed guests, including Mr. Ajay S. Tanwar (LO Foods), Mrs. Keerthy Pathur (Stonefield Flavours), Mr. Manu H.A. (FSSAI), and Mrs. Vachana Shetty (Akshayakalpa Organic), whose insights enriched the celebration. Highlights included student competitions showcasing creativity. Special thanks to Prof. John Mano Raj S. Director I/c, and Faculty Coordinators Dr. Chenna Kesava Reddy & Dr. Maneka Goyal, and the participants for making the event a grand success.







KANNADA RAJYOTSAVA

A vibrant tapestry of culture and diversity

JANUARY 2025 VOLUME 2 ISSUE 1

The Plantation Indian Institute ofManagement, Bengaluru, celebrated Kannada Rajyotsava on November 12, 2024 with great enthusiasm, honoring Karnataka's cultural heritage and the diverse spirit of its campus. The festivities began with captivating Veeragase and Yakshagana performances, showcasing traditional folk art. A variety of competitions encouraged creativity and saw vibrant participation from students of diverse backgrounds. More than a cultural event, Kannada Rajvotsava symbolized unity, inclusivity, and diversity. Heartfelt gratitude whose enthusiasm everyone and to participation made the event a success.









CONSTITUTION DAY

CELEBRATED WITH GREAT FERVOR AT IIPMB

JANUARY 2025 VOLUME 2 ISSUE 1

Indian Institute of Plantation Management Bengaluru, commemorated Constitution Day with a solemn and meaningful celebration on November 26, 2024. The event was attended by faculty members, students, and staff of the institute.

Prof. John Mano Raj, Director I/c of IIPMB, set the tone for the celebration with a thought-provoking speech on significance of Constitution Day. He emphasized the importance of upholding the values of justice, equality, liberty, and fraternity enshrined in the constitution.

The event featured a series of events, including speeches, debates, and quiz competition, all centered around the theme of "Constitution and its relevance in modern time".

The event concluded with a renewed sense of purpose and responsibility among the IIPMB community to uphold the values of the constitution and work towards creating an equitable society.







IIPM - PULSE SAMAGAM-2024

"Rekindling Memories, Rebuilding Bonds: IIPMB's Samagam 2024 a Resounding success"

JANUARY 2025 VOLUME 2 ISSUE 1



The Indian Institute of Plantation Management Bengaluru successfully hosted Samagam 2024, a much anticipated alumni meet, on October 27, 2024 at the MCCIA Trade Tower, Pune.

The event witnessed an overwhelming turnout of alumni from various batches, was a nostalgic trip down the memory lane. From relieving campus days to inspiring current students to pursue their aspirations, this gathering was filled with joy and inspiration.

A heartfelt thanks to Director I/c Prof. John Mano Raj S., briefed about the recent activities and initiatives taken to strengthen the alumni engagement and Alumni Committee Coordinator, Dr Dinesh Jain contributed in making this event a grand success.







LIVELIHOOD BUSINESS INCUBATOR

JANUARY 2025 VOLUME 2 ISSUE 1



The Indian Institute of Plantation Management Bengaluru inauguarted the Livelihood Business Incubator(LBI) for Small Tea Growers (STGs) on November 22, 2024, at IIPM Centre, TTRI campus, Jorhat, Assam. Sponsored by the Ministry of Micro, Small, and Medium Enterprises(MSME), LBI aims to improve leaf quality, market linkage and value chain integration for STGs.

The inaugural ceremony featured prominent guests, including Ms. Nayantara Palchoudhuri, Chairperson of Tea Research Association and Prof. John Mano Raj S, Director (I/c) of IIPMB, The Director TTRI, Dr. Babu Azariah, The Secretary TRA Shri. Joydeep Phukan. Thanks to Dr. Babu Azariah for facilitating us and this event was a testament to the collaborative efforts of IIPMB, Tea Research Association and the Government of Assam.

IIPMB extends its gratitude to the Ministry of MSME, Tea Research Association and all the stakeholders' for their support in realizing this mission. The LBI is expected to make a significant impact on the life of small tea growers in Assam.





COMMERCE SECRETARY VISIT

JANUARY 2025 VOLUME 2 ISSUE 1



The Indian Institute of Plantation Management, Bengaluru, had the honor of hosting the visit of Shri Sunil Barthwal, IAS, Commerce Secretary, Ministry of Commerce, Government of India, on October 4, 2024, in connection with 123rd meeting of the Board of Approval for SEZs. During his visit, the Institute proudly showcased its advanced facilities, including the Tea Tasting Lab, Coffee Entrepreneurship Center, Spices Export Facility, and Knowledge Resource Center. Shri Barthwal was impressed with the Institute's activities and campus. In his quality interaction with the faculty, he appreciated its contributions to the sector and provided valuable insights into the Institute's strategic direction and growth prospects.

We extend our gratitude to Shri L. Satya Srinivas, IRS, Chairman of IIPM, for facilitating this meaningful visit. Special thanks to Shri Sunil Barthwal, IAS, for his guidance and to the SEZ officials for joining us.





SPARDHA 2024

JANUARY 2025 VOLUME 2 ISSUE 1





A THRILLING DISPLAY OF TEAM SPIRITS

The Spardha 2024-Annual Sports Meet, held on December 13, 2024, showcased thrilling athleticism and teamwork. Teams Coffee, Tea, Rubber, and Spice competed fiercely, with Team Coffee emerging as the overall champions after excelling in track and field, team sports, and individual games. Spardha 2024 celebrated sportsmanship, offering students a platform to display talent and build lifelong memories. Heartfelt thanks to Prof. John Mano Raj S. Director I/c, Faculty Coordinators Dr. Prakash KC, and Dr. Maneka Goyal, and students committee for their support in making the event a grand success.





NBA EXPERT TEAM VISIT

JANUARY 2025 VOLUME 2 ISSUE 1



National Board of Accreditation expert team visited the Indian Institue of Plantation Management Bengaluru from 18th to 20th October 2024. They interacted with students faculty and staffs and also visited our facilities such as, Classrooms, Tea Tasting Lab, Spices Export and Entreprenuership Facility, and Library.







MANAGEMENT DEVELOPMENT PROGRAMME

JANUARY 2025 VOLUME 2 ISSUE 1





The Faculty Development Programme on "Promoting & Managing Agri-Export Supply Chain" was successfully conducted at Indian Institute of Plantation Management Bengaluru from 21st to 26th October 2024 under the sponsorship of AICTE-ATAL. The programme was coordinated by Dr. Nabirasool and Dr. Dinesh Jain.





A Capacity Building Programme on "Enhancing Turmeric Value Chain: Processing an Export Opportunities" at Chamarajanagar on 23rd and 24th October, 2024. This programme was coordinated by Dr. Shilpa K.





A Capacity Building Programme for the Grassroots Innovators under RUTAG 2.0 project was held at Indian Institute of Plantation Management Bengaluru on 21st and 22nd October 2024. It was coordinated by Dr. Venkateswaran K, Associate Professor, IIPMB.

MANAGEMENT DEVELOPMENT PROGRAMME

JANUARY 2025 VOLUME 2 ISSUE 1



A Management Development Programme on "Hands on Training for Export Management of Branded Spices" was held at Indian Institute of Plantation Management Bengaluru from 2nd to 4th December, 2024. The programme was conducted by Prof. John Mano Raj S., Director I/C, Dr. Venkateswaran K, Dr. Dinesh Jain, Dr. Shilpa K, Dr. Nabirasool D, and Dr. Maneka Goyal.





As a part of LBI inauguration, a training programme on "Marketing and Business Opportunities for Small Tea Growers" was organized on 22nd November, 2024 at Jorhat. The programme was conducted by Prof. John Mano Raj, and Dr. Narendran K.



CORPORATE TALKS & GUEST LECTURES

JANUARY 2025 VOLUME 2 ISSUE 1



Mr. Rakesh S.J

Assistant Vice President of Retails Operations at Simpli Namdharis. Topic: Retail Operations.



Mr. Bharath V,

Vice President & Regional Manager- Agri Credit for Karnataka & Kerala HDFC Bank.

Topic: Skills & procedures for agricultural loan appraisal & sanctioning of working capital finance.



Mr. Yatharth Jhawar,

HR Executive at Grant Thronton Bharat LLP.

Topic: Know about the firm, the GT way.



Mr. Adapala Srinivala Rao,

Deputy Manager at NCDEX Topic: Commodity Derivatives Market.



Mr. Harsha A S,

Business Manager, South Karnataka

Mr. Kiran Babu

Division Marketing Lead, South India, Syngenta, India.

Topic: Agri-Inputs and Retailing.



Mr. Suresh Suri,

AGM Category at Simpli Namdhari's Topic: Category Management.



Prof. Puneet Dwivedi,

Professor, Clemson University, USA. Topic: Opportunities for pursuing Ph.D in Foreign Universities (US) for IIPM Students.



Mr. Hemanth Nagaraj,

State Head, Reliance Retail, Bengaluru.

Topic: Procurement Management Strategies.



Mr. Venugopal,

Head Quality and Safety, Metro Cash and Carry, Bengaluru. Topic: Quality and food safety

management, environment management, operational health and safety.

CORPORATE TALKS & GUEST LECTURES

JANUARY 2025 VOLUME 2 ISSUE 1



Mr. Kamalakanna Thandeeswaran,
Commercial unit Manager,
Syngenta India.
Topic: Managing Retailers and

Distributors.



Dr. Kiran kumar. H,
Director of MhZ Invensys
Topic: Data visualizing using Tableau.



Mr. Sagar Thapliyal,
Data Scientist at Learnbay
Topic: SQL- Structured Query Language.



Mr. Ganesh Kumar B N,
Chartered Accountant, Founder &
CEO, Sheshi, Bengaluru.
Topic: E-Procurement for Supply
Chain.



Gaurav Reddy,
Co-Founder, Cropwings & Fit nex,
Hyderabad.
Topic: Agri inputs and entrepreneurship
opportunities-experiential sharing
session.



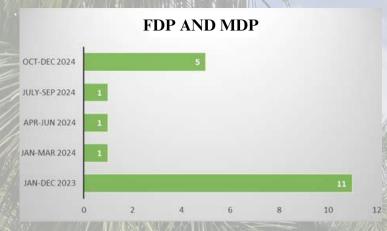
Ms. Keerthy Pathur,
Marketing Head,
Stonefield flavours
Topic: Storytelling and brand creation
for food business.

FACULTY ACHIEVEMENTS

- 1.**B. T. Lavanya** & A. V. Manjunatha (2024), "Invisible Monopsony in Indian Sugar Sector", Sugar Tech, Scientific Correspondence. https://doi.org/10.1007/s12355-024-01499-6
- 2. **Shilpa S.K**, Hengky Latan, Rambabu Lavuri & Charbel Jose Chiappetta Jabbour (2024), "Green initiatives, sustainable luxury brand purchasing and brand experience in an emerging market: a moderated mediation analysis", Marketing Intelligence & Planning. https://doi.org/10.1108/MIP-08-2023-0439

UPCOMING EVENTS...

- MDP on Hands on training for Export Management on branded Spices (Feb 17th-19th, IIPMB)
- IIPMB KAPPEC CBD on Pomegranate (Feb 24th -25th, IIPMB)
- MDP on Risk Management in Agri Finance and Fintech for financial Sustainability (Feb 24th- 26th, IIPMB)





ADMISSIONS OPEN FOR

24 MONTHS AICTE - MoE - GoI APPROVED PROGRAMS

POST GRADUATE DIPLOMA IN MANAGEMENT

- Agri-Business and Plantation Management
- Food Processing and Business Management
- · Agricultural Export and Business Management

Last Date for application submission:

28.02.2025

Entrance Test (IPAT) online: 05.04.2025

GD & PI: 09.04.2025 onwards

EDITORIAL TEAM



Patron: Prof. Dr. John Mano Raj. S (Director I/c, HPMB)



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

Student Representatives



Edward Joel S (AEBM 2023-25)



Hasmitha (AEBM 2024-26)



Raj Kumar S (AEBM 2024-26)



Shifana A (AEBM 2024-26)

CONTACT

Administration: +91-80-23211716 (EPABX) newsletter@iipmb.edu.in
Indian Institute of Plantation Management Bengaluru Jnana Bharathi Campus, P.O. Malathalli, Bengaluru - 560 056.

