



**IIPM**

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

**INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU**

(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



## HIGHLIGHTS



1. Deans' Colloquium
2. Nirvah 2025
3. Republic Day 2025
4. Industrial Visit
5. Guest Lectures/ Corporate Talks
6. Valedictory: Batch 2023-25
7. Spardha-Prize Distribution
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9. Faculty Seminar Series
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# IIPM-PULSE

**JAN-MAR 2025**



## VOLUME 2 ISSUE 2



# DEANS' COLLOQUIUM

## “Deans’ Colloquium 2025 – A Successful Gathering of Academic Heads of Agri-food business”

The Deans’ Colloquium 2025 was successfully held on 3<sup>rd</sup> January, 2025. The event, themed "Bridging Theory and Practice: Fostering Pathways for Agri-Food Business Education", brought together industry leaders, academic experts, and stakeholders for insightful discussions on the future of agri-food business education.

The colloquium featured engaging keynote address, interactive panel discussions, and collaborative breakout sessions, focusing on industry trends, career opportunities, sustainability, and innovation in agri-food business education.

The event provided a unique networking platform, fostering new collaborations and initiatives aimed at shaping the future of agri-food business education. We extend our heartfelt gratitude to all speakers, panelists, and attendees for making this event a grand success.





# NIRVAH 2025

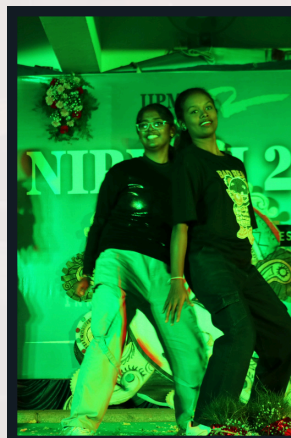
## "Nirvah 2025 – IIPMB's Annual B-Fest Begins with Enthusiasm!"

NIRVAH 2K25, organized by the Indian Institute of Plantation Management (IIPM), Bengaluru, was held on the 3rd and 4th of January, 2025 at the IIPM Campus. This two-day national-level fest served as an exclusive platform to showcase the talents of undergraduate and postgraduate students from the fields of agriculture, agribusiness, and allied disciplines.

Themed “Kurukshetra”, the event symbolized a dynamic battlefield of opportunities—where innovation, inspiration, and transformation took center stage. The competitions spanned diverse domains such as management, finance, analytics, marketing, cultural activities, and sustainable innovations, enabling participants to demonstrate their multifaceted skills and creativity.

Ms. Rohini Sindhuri, IAS, Special Secretary (Food Processing and Harvest Technology) to the Karnataka Government's Agriculture Department, inaugurated the event. She delivered the Keynote Address, emphasizing the importance of collaboration between academia and the food processing sector. She pointed out that real-world exposure, especially in areas such as value addition and digital technology, is key to students' success and sectoral growth.

NIRVAH proved to be a remarkable event, highlighting not only academic excellence, but also cultural vibrancy and entrepreneurial thinking. It brought together students from various institutions across the country, fostering an environment of learning, collaboration, and healthy competition.





# REPUBLIC DAY

## "IIPMB Celebrates 76th Republic Day with Pride"

The Indian Institute of Plantation Management Bengaluru (IIPMB) celebrated the 76th Republic Day with patriotic fervor on 26<sup>th</sup> January, 2025.

The event began with the ceremonial lighting of the lamp by the Director I/c Prof. John Mano Raj, along with other representatives, symbolizing the spirit of unity and enlightenment.

This was followed by the unfurling of the National Flag by the Director I/c, accompanied by the singing of the National Anthem, filling the campus with a sense of pride and patriotism. The Director then addressed the gathering with an inspiring Republic Day speech, highlighting the significance of the day and encouraging everyone to uphold the values enshrined in the Constitution.

The celebration ended on a patriotic note, reminding everyone of the values of unity, diversity, and progress.





# INDUSTRIAL VISIT

The PGDM 1st year students, recently (6<sup>th</sup> Feb - 15<sup>th</sup> Feb, 2025) embarked on an enriching industrial visit, gaining firsthand insights into the workings of various agribusiness sectors. Students specializing in Agribusiness and Plantation Management (ABPM) explored companies like Benchmark Tea Factory, Aavin Dairy Plant, Harrison's Malayalam, Oil Palm India Ltd., Parle Biscuits, Kayal Agro Food Products, National Research Centre for Banana, Research Institute Coffee, Deekay Exports Pvt Ltd., enhancing their understanding of primary production and supply chain operations. Meanwhile, Food Processing and Business Management (FPBM) students visited Kovai Agro Foods, Milma Dairy, Plantation Corporation of Kerala Ltd., Harrisons Malayalam Pvt.Ltd., Janatha Fish & Oil products, and Campco Chocolate factory, witnessing modern food production and quality control techniques. Those from the Agricultural Export and Business Management (AEBM) specialization had the opportunity to visit Bawa Fish Meal, Cocoa Rich (Cila Agri Tech), Sreedevi Cashew, Westcoast Paper mill. The students gained valuable knowledge about export procedures, global trade regulations, and market dynamics, equipping them with the skills required for the international agri-export market.

The visit enhanced classroom learning with practical insights, offering students industry exposure, career perspectives, and networking opportunities—effectively bridging the gap between theory and practice.





# GUEST LECTURES AND CORPORATE TALKS



**DR. SURESH BABU**  
HEAD, CAPACITY  
STRENGTHENING & SENIOR  
RESEARCH FELLOW, IFPRI, USA

**Topic:** Fostering change, embracing inclusion, reducing waste, and shaping a sustainable tomorrow



**CMA RAMESH KRISHNAN**

**Topic:** Complexities of process costing and budget costing in the food export business



**MR. VINAYARAJ K S**  
DIRECTOR, PEDIGREE  
GENETICS SEEDS PVT. LTD.

**Topic:** Contract farming in India



**MR. RAVI SUBRAMANIAN**  
PPP EXPERT

**Topic:** Rationale, Structure, and Nuances of Project Finance - A case study of wind farm project



**MR. SHUBHAM MEHTA**  
AGM, NABFINS LTD

**Topic:** Green finance for agri and food business projects



**DR. NILANJAN DUTTA**  
DATA SCIENTIST

**Topic:** Operations and supply chain management-prescriptive analytics



# VALEDICTORY- BATCH: 2023-25

## A skip towards the future! A memorable valedictory session at IIPMB

The Indian Institute of Plantation Management Bengaluru (IIPMB) organized a heartfelt valedictory session on 12<sup>th</sup> March, 2025, to bid farewell to the passing out batch (2023-25) of ABPM, FPBM and AEBM. The event was graced by Ms. Sheeja M.S., Head – Exports, Industrial Relations, Ethics, and Workforce Accountability at Tata Consumer Products.

Ms. Sheeja delivered an inspiring talk on the theme “Campus to Corporate”, where she shared valuable insights from her professional journey. Her talk provided the students with practical guidance on transition from academic life to the corporate world, emphasizing the importance of work ethics, adaptability, and continuous learning.

As Director I/c, and APFs (IIPMB) bids farewell to this wonderful batch, we wish all our graduates success in their future endeavors. May they build upon the knowledge, friendships, and experiences gained at IIPMB to make meaningful contributions to both the industry and society.





# SPARDHA-PRIZE DISTRIBUTION

## SPARDHA Prize Distribution: Honoring the Champions!

The Prize Distribution Ceremony of Spardha 2024, the Annual Sports Day of IIPM Bengaluru, was held on 14<sup>th</sup> March, 2025 amidst great enthusiasm and celebration. The event was coordinated by Dr. K C Prakash and Dr. Maneka Goyal, and served as a fitting conclusion to the spirited sports competitions held earlier and recognized the outstanding achievements, unwavering determination, and true sportsmanship demonstrated by students and faculty participants throughout the events.

Winners of various track and field events, team games, and indoor competitions were honored with medals and certificates by Director I/c Prof. John Mano Raj S, amidst loud applause from the audience. The smiles and cheers reflected not only the joy of victory but also the spirit of participation and unity that Spardha 2024 stood for.

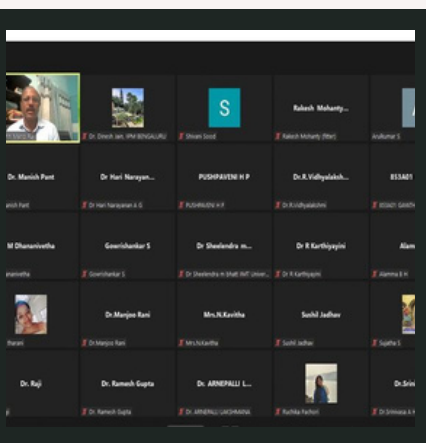




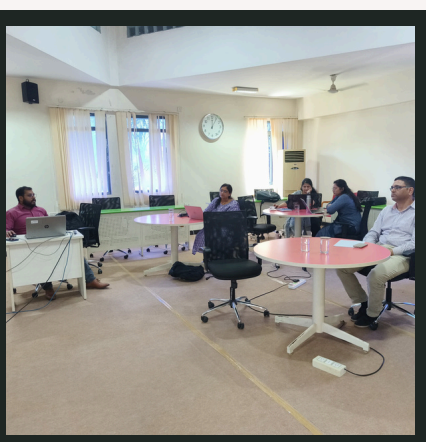
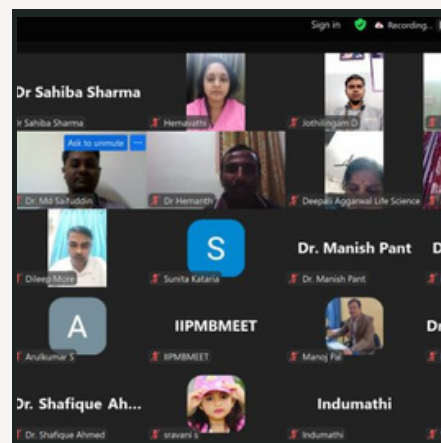
# MANAGEMENT/ FACULTY DEVELOPMENT PROGRAM



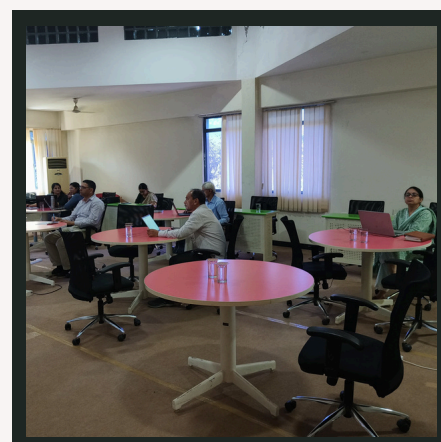
One day workshop on “**Marketing of Branded Spices for FPOs**” was held at Spices Park, Guntur, Andhra Pradesh on 27<sup>th</sup> January, 2025. The programme was coordinated by Prof. John Mano Raj S., Director I/c, Dr. K Narendran, and Dr. Nabirasool.



A six day online Faculty Development Program on “**Agri Tech Innovations: Creating Opportunities for Gen Z**” was conducted from 27<sup>th</sup> January to 1<sup>st</sup> February, 2025. The programme was sponsored by AICTE Training and Learning Academy (ATAL). The program was coordinated by Dr. Dinesh Jain and Dr. Sahiba Sharma.



A two-day Faculty Development Program (FDP) on **SPSS Software** was conducted by Dr. Naveen B R, on 3rd and 4th February, 2025 to enhance statistical analysis skills among faculty members. The participants were introduced to SPSS basics including data handling, preparation, and descriptive statistics. Next day the programme focused on advanced techniques such as factor analysis, reliability analysis, linear and logistic regression, and cluster analysis.





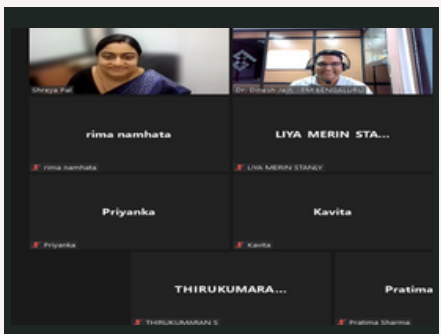
# MANAGEMENT/ FACULTY DEVELOPMENT PROGRAM



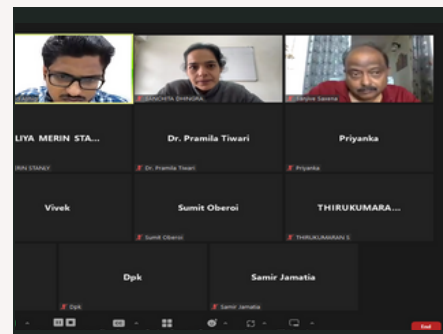
The second batch of Management Development Programme on **“Hands on Training for Export Management of Branded Spices”** was held at Indian Institute of Plantation Management Bengaluru from 17th to 19th February, 2025. The programme was coordinated by Dr. Dinesh Jain, and Dr. Shilpa K. The programme was in collaboration with Spices Board of India.



KAPPEC Capacity Building Programme on **“Enhancing Pomegranate Value Chain: Processing and Export Opportunities”** at Indian Institute of Plantation Management on 24th and 25th February, 2025. The programme was organised by Karnataka State Agricultural Produce Processing & Export Corporation Ltd (KAPPEC) in association with Indian Institute of Plantation Management (IIPM), Bengaluru and National Research Centre (NRC) on Pomegranate, Solapur. Dr. Shilpa K coordinated the programme.



A two-day online Management Development Programme (MDP) on **“Mastering AI and Machine Learning for Research: Advanced Tools and Strategies”** was conducted by Dr. Shreya Pal and Dr. Dinesh Jain, on 7<sup>th</sup> and 8<sup>th</sup> of March, 2025. The programme aimed to empower researchers, academics, and industry professionals with advanced AI methodologies and tools essential for both academic and applied research excellence.



Workshop on **“Business Plan for FPO's”** was conducted by Dr. Narendran K, and Dr. Nabirasool D, on 28<sup>th</sup> March, 2025 in Uravakonda, Andhra Pradesh, under the sponsorship of Dept. of Horticulture, Government of Andhra Pradesh.





# FACULTY SEMINAR SERIES

As part of Faculty Seminar Series, the faculty members would be presenting on a topic focusing on the emerging issues in plantations, agri-food business, agri-exports, management education and sharing outcomes of research projects & publications. This initiative would serve as a platform for knowledge sharing and critique review by the participants for bridging the theory-practice gap, fostering research based education and connect with the inter-disciplinary subjects to have a holistic perspective.

## Talk details:

- Dr. Dinesh Jain, Associate Professor on the topic “Publishing Research in High Quality Journals” on 20<sup>th</sup> February, 2025
- Dr. Shreya Pal, Assistant Professor on the topic “Publishing Research in High Quality Journals” on 20<sup>th</sup> February, 2025
- Dr. K. Venkateswaran, Associate Professor on the topic “Impact of Kosher Certification on International Food Trade” on 5<sup>th</sup> March, 2025
- Dr. Naveen B R, Assistant Professor on the topic “Role of Analytics in Plantation Sector” on 19<sup>th</sup> March, 2025



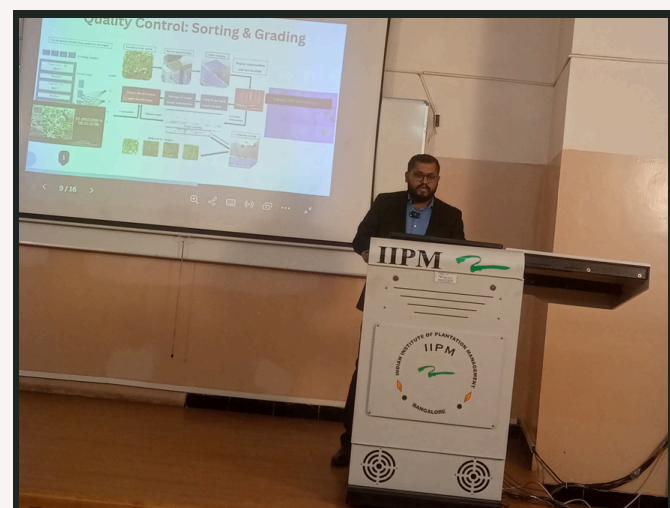


# WEBINARS FOR STAKEHOLDERS' NORTH EASTERN REGION

As part of the IIPM Centre, Jorhat activities, the Institute has been organising a series of webinars on the emerging areas in plantations, agro-food, export management, etc., for the benefit of the stakeholders of the sector in the North East & West Bengal region. These need-based webinars are conducted on a fortnightly / monthly basis, preferably on a Friday. During these webinars, the faculty members would be delivering a talk on the specific topic, which would be of interest to the stakeholders and help in enhancing their knowledge to be better professionals.

## Talk details:

- Dr. S. John Mano Raj, Professor & Director I/c on the topic “Sustainable Marketing of Tea: Aligning Sourcing with Branding Strategy” on 28<sup>th</sup> February, 2025
- Dr. Sudha S, Assistant Professor on the topic “Tapping Carbon Markets: Opportunities for Tea industry Stakeholders” on 14<sup>th</sup> March, 2025
- Dr. Naveen B R, Assistant Professor on the topic “ICT Application in the Tea Sector” on 28<sup>th</sup> March, 2025





# EMPLOYEE DEVELOPMENT PROGRAM



As part of EDP, a session on “Financial Investments and Tax Savings Plan for Salaried Employees” was organized on 24<sup>th</sup> February, 2025 at IIPMB campus. Subject experts from State Bank of India were invited to handle a session for the benefit of the employees.



# FACULTY ACHIEVEMENTS

## PUBLICATIONS



DR. SHREYA PAL

- Unveiling the factors shaping innovation: A comparative analysis of emerging and advanced Asian economies. Asia Pacific Journal of Innovation and Entrepreneurship. Emerald. (2025)
- Does age composition influence financial sector development in Sub-Saharan African region? The role of economic globalization. Journal of economic and Administrative Sciences. Emerald.(2025)
- Environmental implications of structural transformation: A study of middle-income economies. Energy & Environment. Sage Publications.(2025)
- The impact of US-China tensions on FDI dynamics in emerging economies. Finance Research Letters. Elseiver. (2025)
- Assessing the relative impact of inland and marine fish production on fishing load capacity factor: Insights of sustainable fisheries management. Marine Pollution Bulletin. Elseiver. (2025)



DR. DINESH JAIN

“Star Wars: Customer Loyalty for YouTube Stars Through Service Innovation and Value Co-Creation,” Journal of Service Business by Springer Nature. (2025)

## PROJECT



DR. K. VENKATESWARAN

Under the guidance of IIPMB, KAPPEC's Agri-Export Cell has been proactively boosting agricultural exports from Karnataka. Key initiatives include participation in major trade events like IndusFood 2025 and the International Millet Fair, export awareness programs on pulses, pomegranates, and organic farming, and infrastructure planning such as cold storage proposals for Mandya and Chikkamagaluru. The Cell also facilitated farmer and exporter training at Poojenahalli Packhouse, took part in Women's Day celebrations at APEDA, and organized a Millet Mela in Ramanagara. These efforts underscore KAPPEC and IIPMB's commitment to strengthening the agri-export ecosystem and supporting farmer engagement and global outreach.



DR. DINESH JAIN



Prof. S. John Mano Raj, Director I/c delivered a Keynote Address on “Digital Transformation in Commerce: Plantation / Agribusiness Perspective”, at the International Conference organized by Department of Commerce and Management, Bangalore University on 31<sup>st</sup> January, 2025



# STUDENT'S ACHIEVEMENTS



On 26<sup>th</sup> and 27<sup>th</sup> February, 2025 PRABANDHAZ'25, held at Tamil Nadu Agricultural University, Coimbatore. Our students Ms. Mushalovini from PGDM-ABPM and Ms. Hasmitha from PGDM\_AEBM has secured a first place in Business Plan competition.



From 26<sup>th</sup> to 28<sup>th</sup> February, 2025 OLYMPUS'25, held at MANAGE, Hyderabad. Our students enthusiastically participated in various events held at MANAGE, in which IIPMB stood as winners in Kho-Kho, Volley Ball, and Chess. They secured runners in Table Tennis, and Badminton under Men & Women category. A hearty congratulations to all our participants.



# UPCOMING EVENTS

## PROFESSIONAL CERTIFICATE PROGRAM IN AGRIBUSINESS & PLANTATION MANAGEMENT (ePCP-ABPM)

### About the Program:

A unique 11-month professional certificate course designed for executives, entrepreneurs, and aspirants aiming to lead in the Agribusiness, Plantations, Horticulture, and Allied (APHA) sectors. The program blends virtual learning with real-world projects and focuses on leadership, entrepreneurship, and strategic business skills.

### How to Apply:

Apply online or scan the QR code in the brochure.

Last Date to Apply: 15<sup>th</sup> May 2025

Contact for Details & Queries:

Email: [executivepcp@iipmb.edu.in](mailto:executivepcp@iipmb.edu.in) | [epcpiipmb@gmail.com](mailto:epcpiipmb@gmail.com)

Phone: +91-80-23211716 | Dr. K. Narendran – +91-9901841752

Website: [www.iipmb.edu.in](http://www.iipmb.edu.in)



## Online - Professional Certificate Programme (e-PCP) on Agri Export Venture Creation and Management

### Program Overview:

This program is tailored for agripreneurs, exporters, and professionals aiming to establish or expand their presence in global agri-export markets. It offers structured learning on export venture creation, compliance, and market strategy to boost international competitiveness.

### How to Apply:

Apply online or scan the QR code in the brochure.

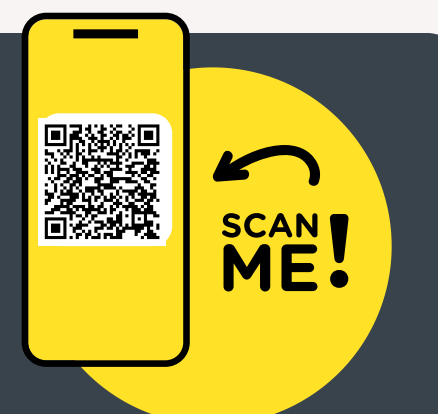
Last Date to Apply: 12<sup>th</sup> July 2025

Contact for Details & Queries:

Email: [mdp@iipmb.edu.in](mailto:mdp@iipmb.edu.in)

Phone: +91-80-23211716 | Dr. Dinesh Jain – +91-9724056975

Website: [www.iipmb.edu.in](http://www.iipmb.edu.in)





# UPCOMING EVENTS

## Professional Certificate Programme on TEA TASTING AND MARKETING

### About the Program:

This flagship certificate program offers a rare opportunity to master the art and science of tea tasting and marketing. It aims to develop world-class tea professionals and sommeliers with a deep understanding of tea business management, sensory evaluation, and global market trends.

### How to Apply:

Apply online or scan the QR code in the brochure.

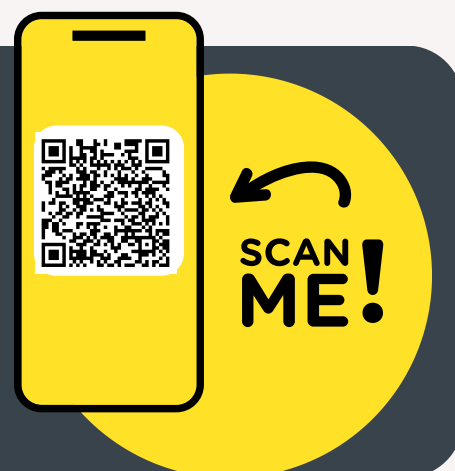
Last Date to Apply: 16<sup>th</sup> May 2025

Contact for Details & Queries:

Email: [mdp@iipmb.edu.in](mailto:mdp@iipmb.edu.in) | [agrinarenk@gmail.com](mailto:agrinarenk@gmail.com)

Phone: +91-80-23211716 | Dr. K. Narendran –  
+91-8023217806

Website: [www.iipmb.edu.in](http://www.iipmb.edu.in)



## Professional Certificate Program (ePCP) in Managing Family Business in Plantations (Online)

### Overview:

This unique blended program is designed to empower family-owned plantation businesses in sectors such as coffee, tea, rubber, spices, cocoa, and oil palm. It addresses the pressing challenges faced by the new generation in plantation entrepreneurship and aims to promote business continuity, innovation, and professional management.

### How to Apply:

Apply online or scan the QR code in the brochure.

Last Date to Apply: 12<sup>th</sup> May 2025

Contact for Details & Queries:

Email: [mdp@iipmb.edu.in](mailto:mdp@iipmb.edu.in) | [manoraj@iipmb.edu.in](mailto:manoraj@iipmb.edu.in)

Phone: +91-80-23211716 | Dr. John Mano Raj. S –  
+91-9980993260

Website: [www.iipmb.edu.in](http://www.iipmb.edu.in)





**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**

**ADMISSIONS OPEN!**

<b>PGDM-ABPM</b> 	<b>PGDM-FPBM</b> 	<b>PGDM-AEBM</b> 
		
SCAN QR CODE	SCAN QR CODE	SCAN QR CODE

**EDITORIAL TEAM**

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



**Chief Editor: Dr. Maneka Goyal**  
(Assistant Professor, IIPMB)

**Student Representatives**

**Hasmitha**  
(AEBM 2024-26)



**Raj Kumar S**  
(AEBM 2024-26)



**Shifana A**  
(AEBM 2024-26)

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