Online MDP on Harnessing Agricultural Analytics: Driving Data-Driven Decisions for a Sustainable Future

Three-Days Online MDP | 15th to 17th September, 2025 | IIPM-Bengaluru

IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)

MC&I

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ABOUT THE PROGRAM

Agriculture is rapidly evolving through the integration of data analytics, which plays a crucial role in boosting productivity, optimizing resource use, managing risks, and improving market linkages. With global challenges such as climate change, resource constraints, and increasing food demand, leveraging data-driven insights has become essential for sustainable and efficient farming. Agricultural analytics enables agribusiness stakeholders to make timely, accurate decisions that maximize yield and minimize waste.

This Management Development Programme (MDP) on Harnessing Agricultural Analytics: Driving Data-Driven Decisions for a Sustainable Future is designed to equip professionals, agri-entrepreneurs, researchers with practical skills to analyze and interpret diverse agribusiness data. Participants will learn to apply insights from IoT sensor data, market price trends, business trends and supply chain information to make informed decisions. This knowledge empowers them to optimize farm inputs, enhance crop management, improve financial planning, and develop effective market strategies—driving impactful improvements across the entire agri-value chain.

The programme covers a comprehensive range of analytics techniques, including descriptive analytics for data visualization, diagnostic analytics to identify root causes, predictive models for forecasting crop yields and prices, and prescriptive analytics for decision optimization. Through interactive case studies, hands-on labs, industry expert sessions, participants will build the confidence and capabilities to address challenges like data quality, fragmented information systems, and infrastructure limitations common in rural agricultural settings. By fostering data literacy and domain-specific analytics skills, this programme prepares participants to lead innovation, enhance agricultural productivity, and contribute meaningfully to resilient and sustainable agricultural development.

PROGRAM OBJECTIVES

- Introduce core concepts and practical applications of agricultural data analytics.
- Develop skills for data-driven decision-making to enhance agri-business performance.
- Demonstrate real-world use cases in agribusiness management, agri-finance, and supply chain optimization.
- Foster analytical thinking to address complex challenges in the agricultural sector.
- Promote adoption of digital tools and platforms for sustainable, efficient, and scalable farming solutions.

WHO SHOULD ATTEND

- Agti-tech professionals
- Mid & senior professionals in agribusiness
- Officers from commodity boards, NABARD, SFAC, FPOs, cooperatives
- Faculty and researchers in agriculture and management
- Policy makers and agricultural planners
- Students and scholars in agriculture, rural management, and data science

PROGRAMME CONTENT

- **Introduction to Agricultural Analytics** – Understanding how data drives transformation in agriculture and agribusiness.
- **Data Sources & Quality** – Leveraging IoT, market trends, and operational data with a focus on accuracy and reliability.
- **Descriptive Analytics** – Visualizing agribusiness performance through dashboards and key business metrics.
- **Agribusiness Planning Exercise** – Developing data-driven strategic plans for resource management and market growth.

- **Diagnostic Analytics** – Identifying bottlenecks and inefficiencies to improve agribusiness operations.
- **Predictive Analytics** – Forecasting business trends to guide proactive agribusiness decisions.
- **Prescriptive Analytics & Capstone** – Optimizing strategies and solving real agribusiness challenges through teamwork.
- **Industry Insights & Networking** – Engaging with experts and building partnerships within the agribusiness ecosystem.

PEDAGOGY

The programme will follow **a blended learning approach** involving:

- Hands-on data analysis using tools like Excel, R, Python, and Tableau
- Interactive lectures and conceptual discussions
- Real-life case studies from Indian and global agri-sector
- Group work, mini-projects, and quizzes
- Guest lectures by industry experts and practitioners

KEY BENEFITS

- Master analytics techniques: Descriptive, diagnostic, predictive & prescriptive.
- Hands-on learning with tools: Excel, R, Python, Tableau/Power BI.
- Work with real agricultural datasets and case studies.
- Learn to source, clean, and interpret agri-data effectively.
- Collaborate and network with peers from agribusiness, academia, and policy.

Program Fee: Rs.9,000/-, inclusive of GST

HOW TO APPLY
Kindly visit our website www.iipmb.edu.in for more information
Filled-up forms to be sent to; mdp@iipmb.edu.in

For Registration and payment, click the link or Scan QR Code below

https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/NDYwOA==

Alternatively, you can also make NEFT to this account:

FOR MORE DETAILS CONTACT
MDP Office, E mail: mdp@iipmb.edu.in Phone: 080-23211716

PROGRAM COORDINATOR

Dr. Naveen B. Ramu is an Assistant Professor in Decision Sciences and Operations Management at the Indian Institute of Plantation Management Bangalore (IIPMB), with over 8+ years of experience spanning research, consulting, and IT. He holds a Ph.D. in Operations Management and Public Policy from the Indian Institute of Science (IISc), Bangalore, where he also completed his post-doctoral research. He received the Lok-Sabha Research Fellowship from the Parliament of India to research on youth and women leadership in decision-making. He has taught courses in Business Analytics, Decision Sciences, Statistics, Entrepreneurship, and International Business Operations. His research interests include operations management, consumer analytics, service quality, public service delivery systems, and sustainable livelihood.
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PROGRAM CO-COORDINATOR

Dr. Dinesh Jain is an Associate Professor at the Indian Institute of Plantation Management, Bengaluru (IIPMB), specializing in Agri-Entrepreneurship, Strategy, and General Management. He holds a Doctorate (FPM) in Food and Agribusiness Management from IIM Ahmedabad and has over 17 years of experience in academia, research, and capacity building. Dr. Jain has led numerous national and international training programs for bankers, policymakers, faculty, and students, supported by NAHEP (GoI), AICTE, Spice Board, APART (GoI), and the ITEC, GoI. His expertise includes agri-entrepreneurship, rural and agri marketing, project finance, banking, and leadership development, with a strong focus on tech-enabled solutions for agribusiness and rural enterprises. He has led research projects with ACIAR (Australia), IFPRI, GDN, the Ministry of Agriculture & Farmers' Welfare, and the Ministry of MSME, focusing on agri-tech adoption, innovation systems, entrepreneurship, and business models.. Email: dineshjain@iipmb.edu.in

Last Date to Confirm Participation: 10th September 2025