



IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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



**MANAGEMENT
DEVELOPMENT
PROGRAMME**

2025 - 26



DIRECTOR'S MESSAGE

It is with great pride and enthusiasm we announce the MDP Calendar for the A.Y 2025-26 offered by the Indian Institute of Plantation Management (IIPM), Bengaluru.

The plantation and agri-food business sectors form the backbone of rural economies in India and many developing countries. As we stand at the intersection of traditional practices and modern innovations, the need for capable, forward-thinking professionals in these domains has never been more urgent. Global trends, including climate change, digital transformation, sustainability imperatives, value-added production, labour dynamics, and shifting trade dynamics, are reshaping the contours of agri-food business and plantation management. To thrive in this dynamic environment, professionals must possess a unique blend of domain knowledge, strategic insight, leadership ability, and a deep understanding of socio-economic realities.

At IIPMB, we recognize this need and have developed a suite of MDPs tailored to the specific demands of various stakeholders in the plantation and allied sectors. Our programmes are designed with a careful balance of conceptual understanding and practical relevance, integrating classroom learning with case studies, simulations, field visits, and interactive sessions with industry experts. These initiatives aim to sharpen managerial competencies, improve decision-making skills, and promote innovation across value chains.

What sets IIPMB apart is our deep institutional linkage with Commodity Boards, Industry associations, Research organisations, and Development agencies. This ecosystem enables us to create impactful learning experiences that resonate with real-world challenges and solutions. Whether you are a mid-career professional, entrepreneur, policymaker, or part of a development organisation, our MDPs offer you a platform to refresh your perspectives, enhance your skillsets, and foster strategic thinking. So far, IIPMB has successfully conducted over 912 programs, benefiting more than 26,512 participants across various sectors. We are excited to announce twenty one MDP's for the A.Y 2025-26 open for entry/mid and senior level executives in plantations, agri, food and exports business

We welcome you to join us in this endeavour. Let us learn, collaborate, and grow together for a more resilient, sustainable, and vibrant future.

Prof. John Mano Raj. S

ABOUT IIPMB

IIPM Bengaluru was established in November 1993 by the Ministry of Commerce & Industry (MoC&I), Government of India, as an autonomous educational institute of higher learning. During the initial years, the institute closely worked with the plantation industry and Commodity Boards of India (CBI) for the development of the agri-plantation sector. IIPMB conducted industry need-based short-duration capacity building and training programs for the stakeholders of the agri-plantation sector that included planters, corporate managers, executive members of planter associations, small & medium entrepreneurs, officials, & scientists of the CBI, Ministries of Government of India, and officials of the State Development departments.

The institute has educational membership with the international accreditation body viz. European Foundation for Management Development (EFMD-Brussels). Besides undertaking policy oriented research projects and capacity building training, IIPMB offers first-of-its-kind sector-specific 24 months AICTE-MoE-GoI approved Post Graduate Programs, viz. PGDM-Agribusiness & Plantation Management (NBA Accredited & AIU Equivalence); PGDM-Food Processing & Business Management

(NBA Accredited); PGDM-Agricultural Exports & Business Management (AEBM), and a Fellow (Ph.D.) Program in Management (FPM). Over 50,000+ stakeholders across the country including foreign participants and students community have benefitted from the Institute's programs.

IIPMB has been presented with numerous awards for its outstanding contribution to the Cause of Education Excellence and Best Training to Working Professionals with respect to academic, training and research & development in plantations and associated agri-food business sector. Today, IIPMB serves as a centre of excellence with a motto – Intensive Institute Industry Interaction (4Is), which acts as a think tank and an intellectual resource base for agri-export & food business, plantations and allied domains.



MANAGEMENT DEVELOPMENT PROGRAMMES (MDPs)

The Indian Institute of Plantation Management (IIPM) is primarily supported by agencies deeply rooted in the plantation economy—most notably the Tea Board, Coffee Board, Rubber Board, and Spices Board. These organizations form the backbone of IIPMB's sponsorship ecosystem, reflecting the Institute's enduring commitment to India's agro-industries. Prominent plantation companies such as Tata Tea Ltd., Goodricke Group, Williamson Magor Ltd., and McLeod Russel have consistently partnered with IIPMB, contributing to its mission of fostering sector-specific education, leadership development, and research excellence.

Beyond plantation-specific stakeholders, IIPMB receives significant support from national institutions and regulatory bodies. The Ministry of Agriculture & Farmers Welfare (MoA&FW-GoI) stands out as the largest individual sponsor, backing multiple capacity-building programs. Agencies such as AICTE & ATAL, NABARD, ICAR, and ICSSR complement these efforts by funding technical education, rural innovation, and policy-oriented studies. Market-linked partners like the Forward Markets Commission (FMC), MCX, and NCDEX also play a vital role in enriching IIPMB's curriculum with financial literacy and trading analytics.

Further diversifying its sponsorship base, IIPMB collaborates with international organizations, academic institutions, and private enterprises. Domestic partners such as Coromandel International Ltd. (Murugappa Group), Hindustan Unilever, and Indo American Hybrid Seeds support agri-business and sustainable farming initiatives. With additional backing from planters' associations, government departments, and seed companies, IIPM continues to function as a multidisciplinary platform for innovation and knowledge in the plantation sector.

MANAGEMENT DEVELOPMENT PROGRAMMES At IIPM

THE INSTITUTE'S MANAGEMENT DEVELOPMENT PROGRAMMES (MDPS) ARE STRUCTURED INTO FIVE KEY SEGMENTS:

Short Term Executive Programmes (STEPs)

Reach-out Programmes (ROPs)

Professional Certificate Programmes (PCPs)

International Development Programmes (IDPs)

Livelihood Business Incubation (LBI) Centres for Start-ups & Entrepreneurship Development

A special focus is given to the **Livelihood Business Incubator (LBI)** at IIPM, which aims to empower rural citizens by promoting employability and entrepreneurship. It works in synergy with other specialized centers such as the **Centre for Tea Tasting and Marketing (TTM)**, **Centre for Innovation and Entrepreneurship (CIE)**, and **Spices Exporters' Entrepreneurship Facilities (SEEF)**. These centers focus on innovation, value addition, rural industrialization, and improving livelihoods for communities like SHGs, FPOs, and rural youth.

Since 1994, IIPM has designed and delivered impactful programmes catering to the dynamic needs of the plantation and agri-business sectors. These programmes emphasize:

- Capacity building for industry professionals
- Promoting innovation and entrepreneurship
- Facilitating change and problem-solving
- Strengthening industry-academia engagement
- Supporting livelihood systems at the grassroots level

By focusing on quality education, research relevance, and industry-led collaboration, IIPM's MDPs contribute to the holistic development of individuals and the sector at large

PROGRAMME OVERVIEW: JULY 1994 MARCH 2025

Sl. No.	Stakeholders		No. of Programmes	No. of Participants	No. of Days
A)	Tea Sector	Owners of Proprietary Tea Gardens, Plantation Associations, Board Officials, Extension Officers, Corporate Managers, Senior Executives, Enterprises, Entrepreneurs, Small Tea Growers (STGs), Coffee Board Officials (Extension, Research & Staff), Coffee Growers / SHGs, Rubber Board Officials (Extension & Research), Presidents, BODs, Members of Rubber Producers Societies, Rubber Growers, Spices Board officials (HODs / Senior Scientists), Spices Growers	380	10344	773
B)	Coffee Sector		232	6279	546
D)	Spices Sector		65	1833	242
			36	1296	76
E)	Commodity & Agri-Business Sectors		155	5802	449
II. F)	Professional Certificate Programmes / Entrepreneurship Development Programmes		44	958	1287
Grand Total			912	26512	3373

The Intelligent Researcher: AI Tools for Data-Driven Research

Online MDP | Focus: Agribusiness, Social Sciences, Sustainability, Education, & Innovation

28th July to 1st August 2025 (3:30 PM to 6:30 PM)

Program Coordinator : Dr. Dinesh Jain

Program Co-Coordinator : Dr. Shreya Pal

Introduction

In today's rapidly evolving academic research landscape, traditional methods and tools are no longer sufficient to meet the growing demands of modern challenges. The increasing volume and complexity of data—both primary and secondary—present researchers with a critical need for innovative tools that can efficiently process, analyze, and synthesize this information. The integration of AI into the research process is no longer a luxury—it is an absolute necessity for those seeking to stay ahead of the curve in their respective fields. Whether it's automating the literature review, improving the accuracy of data analysis, or using AI-powered visualization tools to present findings, AI tools have become indispensable in modern research. These tools facilitate automated insights, predictive analytics, and advanced visualizations—enhancing the quality of research and driving more informed decision-making.

Researchers, faculty, and industry professionals often struggle with the complexity of modern research workflows—from literature review and problem identification to data analysis, visualization, and publishing. The 5-day programme, "The Intelligent Researcher: AI Tools for Data-Driven Research," is designed to address these critical needs in today's research environment by providing participants with hands-on experience using cutting-edge AI tools such as ChatGPT, Elicit, Biblioshiny, and Canva, among others. This program covers the entire research process—from initial literature review, problem identification, and questionnaire design to more advanced aspects like data analysis (using SPSS, AMOS, R, and Jamovi), visualization, and publishing in quality journals. Participants will also learn how to integrate AI into storytelling, navigate ethical considerations, and discover funding opportunities—making it a well-rounded, future-focused program.

In fields as diverse as agribusiness, social sciences, sustainability, education, and innovation, the tools and techniques covered in this program will revolutionize how research is conducted—making it more efficient, impactful, and aligned with the digital, data-driven world. By embracing AI-powered research, you can overcome the limitations of traditional methods and accelerate your research journey—opening doors to new collaborations, funding opportunities, and academic excellence.

TARGET AUDIENCE : • Research Scholars • Faculty and trainers • Industry Professionals • Government Officials

PEDAGOGY:

This 5-day Management Development Program (MDP), with 3 hours of engagement each day, blends conceptual understanding with experiential learning, ensuring participants can immediately apply tools and techniques to their own thesis research and professional projects. The pedagogy includes:

- **Interactive Lectures:** Expert-led sessions introducing core concepts and the research relevance of each AI tool.
- **Live Demonstrations:** Real-time walkthroughs of AI platforms to show their application in literature review, data analysis, visualization, and more.
- **Hands-on Exercises:** Guided practical tasks and tool-based activities to reinforce learning and build user confidence.
- **Case-Based Discussions:** Exploration of real research scenarios where AI tools have enhanced methodology and impact.
- **Collaborative Learning:** Peer interaction and discussions to foster idea exchange and interdisciplinary perspectives.
- **Immediate Application:** Participants will use live datasets, research topics, and examples for contextual learning.

PROGRAM DATES

28th July (Monday) to 1st August 2025 (Friday) 3:30 to 6:30 PM

COURSE FEE	Scholars & Students (Including Doctoral Scholars) (Graduate, Postgraduate, and Doctoral Students)	₹ 2,500/- (Including GST)
	Academicians, Researchers, and Policymakers (Including Government officials, NGO/Development Professionals; Early Career researchers)	₹ 3,500/- (Including GST)
	Think tanks, Analysts, Corporate Professionals & all others (R&D, Data Analytics, Innovation, Corporate Trainers, etc.)	₹ 4,000/- (Including GST)

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Account Number	1586050000611
IFSC Code	PUNB0158620 (Fifth character "0" read as Zero)
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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Dinesh Jain

dineshjain@iipmb.edu.in Mob. : 9724056975

Program Co-Coordinator : Dr. Shreya Pal

shreyapal@iipmb.edu.in Mob. : 9073307273

Last Date to Confirm Participation: 24th July 2025

PROGRAM 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 the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

PROGRAM CO-COORDINATOR

Dr. Shreya Pal is an Assistant Professor at the Indian Institute of Plantation Management (IIPMB), Bengaluru, with over 4 years of experience in teaching and research. She holds a PhD in financial economics from the Indian Institute of Technology Kharagpur, an MPhil, and an MBA in Finance. With a strong academic background and extensive experience in educational administration, teaching, and research, her areas of interest include financial, environmental, energy, and Open empirical economics.

Setting Up and Managing a Successful Spice Business : From Idea to Bankable Business Plan (Hybrid)

August 18-20, 2025

Program Coordinator : Dr. Dinesh Jain

About the Program

India is one of the largest producers and exporters of spices, accounting for approximately 75% of global spice production and exporting to more than 180 countries. The global spice trade is witnessing steady growth, driven by rising consumer demand for natural flavors, health-based food products, and ethnic cuisine. The increasing preference for branded, high-quality, and value-added spice products in international markets opens up significant opportunities for Indian entrepreneurs, startups, and agribusiness professionals to establish profitable export-oriented ventures. However, succeeding in the spice export business is not simply about having access to raw materials. It requires a deep understanding of global market dynamics, value addition technologies, international quality and safety standards, certification requirements, and logistics and documentation protocols. Moreover, entrepreneurs must be equipped to develop competitive branding and digital marketing strategies, as well as build bankable business plans that attract institutional finance and investors.

This intensive three-day programme is designed to guide participants through every stage of the business development cycle—from identifying an idea to launching a fully compliant, fundable, and scalable export business. Participants will gain insights into the spice export ecosystem, including technical processing, marketing, supply chain management, and accessing government support schemes and incentives. Delivered by domain experts and supported by real-world examples, live interactions, and business planning tools, the programme offers practical and actionable learning. It is ideal for those looking to enter the spice export industry, scale existing businesses, or diversify into global markets with a structured and sustainable business model. By the end of the programme, participants will be equipped to confidently navigate the path from concept to commercialization in the global spice trade.

Program Objectives : • To foster entrepreneurial thinking and business planning in the spice export domain • To educate participants on export-related compliance, quality standards, and market access • To provide insights into branding, marketing communications, and value addition • To help participants develop a structured and fundable business plan for spice exports.

BENEFITS OF THE PROGRAM : • Learn from domain experts and policy professionals • Understand end-to-end export process including documentation, compliance, and certifications • Gain insights into global spice trade and India's export capabilities • Capstone action plan for tangible, short-term enterprise formation.

CONTENTS : • Entrepreneurial Mindset and Motivation for Spice-Based Business • Unlocking the World of Spices: Insight into Global Trade and India's Export Potential • Export-Driven Production and Business Essentials • Value Addition, Processing, and Quality Control for Spice Exports • Packaging and Labelling for Global Markets • Compliance Requirements for Domestic and Export Markets • Regulatory Framework and Role of FSSAI in Spice Exports • Export Procedures and Operational Guidelines for Indian Spices • Marketing and Branding for Spice Export Business • Schemes and Institutional Support for Spice Exporters • Business Model and Export Plan Development (Interactive Session) • My 90-Day Action Plan (Interactive Session)

PEDAGOGY : • Expert-led interactive sessions • Case studies and industry examples • Group exercises and hands-on planning • One-on-one mentoring and feedback on business plans • Resource sharing and networking.

WHO SHOULD ATTEND : • Aspiring and new spice entrepreneurs • Exporters and agro-processing professionals • FPOs, SHGs, and cooperative leaders • Students, researchers, and agribusiness professionals • Consultants and development professionals working in export or value chains.

PROGRAM DATES		August 18-20, 2025
PROGRAM FEES	Offline	₹ 10,000/- (Including GST)
	Online	₹ 9,000/- (Including GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Dinesh Jain

dineshjain@iipmb.edu.in Mob. : 9724056975

Last Date to Confirm Participation: 3rd August, 2025

PROGRAM 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 the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

Risk Management in Agri-Finance & FinTech for Financial Sustainability

September 11-12, 2025

Program Co-ordinator : Dr. Sudha S.

Program Co-Coordinator : Dr. Naveen B.R.

About the Program

The convergence of agriculture, finance, and technology is transforming the landscape of rural credit, insurance, and financial services for farmers and agri-enterprises. However, agri-finance remains inherently risky due to weather variability, price volatility, and credit defaults. This MDP on “**Risk Management in Agri-Finance & FinTech for Financial Sustainability**” aims to build capacity among stakeholders to understand and manage financial risks using conventional and emerging tools including FinTech, AI, and data analytics. The programme emphasizes practical approaches to de-risking agricultural finance and enhancing the resilience and sustainability of financial systems supporting the agri-sector.

Program Objectives : • To understand the types and sources of risks in agri-finance and their implications. • To explore risk mitigation strategies using credit scoring, crop insurance, and weather-based models. • To examine how FinTech solutions are redefining access to finance and risk management in agriculture. • To equip participants with analytical tools and frameworks for evaluating and managing agri-financial risks. • To promote sustainable, inclusive, and resilient financial systems in the agriculture sector.

BENEFITS OF THE PROGRAM : • Gain practical insights into agri-financial risk types : credit, market, operational, and climate risks. • Learn how FinTech and digital innovations enhance risk management and financial inclusion. • Understand regulatory frameworks, risk models, and insurance instruments in agri-finance. • Exposure to credit analytics, forecasting tools, and dashboards. • Network with industry experts, financial institutions, and technology providers.

CONTENTS : (1) **Introduction to Agri-Finance and Risk Landscape** • Structure of agri-finance ecosystem in India • Risk taxonomy: credit, market, climate, liquidity, and operational risks (2) **Risk Assessment and Modelling** • Risk identification, measurement, and prioritization • Financial risk indicators and early warning systems • Role of credit rating and scoring models (3) **Risk Mitigation Tools and Strategies** • Collateral management and portfolio diversification • Weather-based crop insurance and yield-based models • Price risk hedging through derivatives and MSP frameworks (4) **FinTech in Agri-Finance** • Digital lending, peer-to-peer financing, blockchain in agri-credit • Use of AI, ML, IoT in risk profiling and credit decision-making (5) **Data-Driven Approaches** • Data sources for agri-financial risk (weather, satellite, credit history) • Dashboards and decision-support tools using Excel, Python/R (6) **Case Studies and Regulatory Perspectives** • Successful models from NBFCs, MFIs, and agri-fintech startups • RBI, NABARD, and SEBI guidelines on agri-finance and risk regulation.

PEDAGOGY : The programme will be delivered through a hybrid of theoretical and practical sessions involving :

• Conceptual lectures and discussions • Real-life case studies and policy insights • Group exercises and role plays • Hands-on data analysis using analytics tools • Expert talks from FinTech companies and financial institutions.

WHO SHOULD ATTEND : • Professionals from banks, NBFCs, MFIs, and insurance firms • Officers from NABARD, SFAC, FPOs, and commodity boards • FinTech professionals and agri-tech innovators • Academics and researchers in rural finance, risk management, and agri-business • Policy makers, regulators, and financial planners working with the agriculture sector • Entrepreneurs and start-ups offering financial solutions for farmers.

PROGRAM DATES

September 11-12, 2025

PROGRAM FEE :

₹ 8,000/- (Including GST)

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Sudha S.**

..... Mob. : 9989402926

Program Co-Coordinator : **Dr. Naveen B.R.**

..... Mob. :

Last Date to Confirm Participation: 6th Sept. 2025

PROGRAM COORDINATOR

Dr. S. Sudha, Asst. Professor (Finance & Accounting); Faculty In Charge- Centre for Sustainability & Climate Change at IIPMB. Dr. Sudha Srinivasan has more than a decade of teaching and training experience in the areas of Financial Management (Personal finance and Corporate Finance), Banking, Agri-food project financial feasibility analysis. At IIPMB, she has imparted training programs to various corporate entities, Farmer Producer Companies (FPCs), entrepreneurs, including women entrepreneurs in the Agri-plantation sector. Her areas of research interests are ESG, Corporate Sustainability and Financial Performance, currently exploring Carbon Credits' potential in Nature-based solutions and Socially Responsible Investing.

PROGRAM CO-COORDINATOR

Dr. Naveen B. Ramu, Asst. Professor (Decision Sciences and Operations Management) Dr. Naveen B R is an experienced Risk Analytics professional with over 13 years of expertise in analytics and research. He has worked with Deloitte USI and HSBC EDPI as part of the Financial Analytics Team. His primary focus was on Credit Risk Analytics, specifically in validating financial risk models for large bank holding companies. This involves conducting methodology assessments, data process flow, and performing comprehensive model performance tests.

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

September 15-17, 2025

Program Coordinator : Dr. Naveen B R

Program Co-Coordinator : Dr. Dinesh Jain

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. From precision irrigation guided by soil moisture sensors to drone-based crop health monitoring and satellite imagery analysis, agricultural analytics enables farmers and 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, researchers, and agri-entrepreneurs with practical skills to analyze and interpret diverse agricultural data. Participants will learn to apply insights from IoT sensor data, market price trends, weather patterns, 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. Real-world applications include pest and disease outbreak prediction, risk assessment for agri-finance, and supply chain efficiency improvements. Through interactive case studies, hands-on labs, industry expert sessions, and collaborative projects, 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 crop 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 : • Mid & senior professionals in agribusiness • Officers from commodity boards, NABARD, SFAC, FPOs, cooperatives • Faculty and researchers in agriculture and management • Agri-tech start-up founders and professionals • Policy makers and agricultural planners • Students and scholars in agriculture, rural management, and data science.

CONTENTS : (1) **Introduction to Agricultural Analytics** • Understand the role of data in transforming modern agriculture • Explore key analytics types: descriptive, diagnostic, predictive, prescriptive • Learn from Indian agri-sector case studies highlighting innovation and growth (2) **Data Sources & Quality in Agriculture** • Explore critical data sources: IoT devices, market trends, weather patterns • Understand data quality, structure, and preprocessing for reliable insights • Hands-on activity: diagnosing and cleaning agricultural datasets (3) **Descriptive Analytics for Agri-Business** • Learn techniques to summarize and visualize agricultural data • Build actionable dashboards for monitoring farm and business KPIs (4) **Practical Case Exercise – Crop Planning Dashboard** • Collaborate on designing data-driven crop planning solutions • Present dashboards to demonstrate business insights and operational strategies (5) **Diagnostic Analytics & Root Cause Analysis** • Analyze factors impacting farm productivity and financial outcomes • Apply diagnostic methods to optimize operations and reduce risks (6) **Predictive Analytics & Forecasting** • Forecast yields, prices, and weather trends to anticipate market demands • Develop predictive models to support entrepreneurial decision-making (7) **Prescriptive Analytics, Market Intelligence & Capstone Project** • Optimize resource use, logistics, and supply chain strategies for profitability • Utilize market intelligence for price discovery and demand forecasting • Work in teams to solve real-world agri-analytics challenges • Present findings, receive feedback, and prepare for implementation (8) **Industry Insights & Networking** • Gain insights from agri-tech entrepreneurs and industry leaders • Participate in interactive Q&A sessions to explore practical applications • Network to explore partnerships and business opportunities.

PEDAGOGY : The programme will follow a blended learning approach involving : • Interactive lectures and conceptual discussions • Real-life case studies from Indian and global agri-sector • Hands-on data analysis using tools like Excel, R, Python, and Tableau • 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 DATES

September 15-17, 2025

PROGRAMME FEE

₹ 6,000/- (Including GST)

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Program Co-Coordinator : Dr. Dinesh Jain

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Last Date to Confirm Participation: 10th Sept. 2025

PROGRAM COORDINATOR

Dr. Naveen B. Ramu, Asst. Professor (Decision Sciences and Operations Management) Dr. Naveen B R is an experienced Risk Analytics professional with over 13 years of expertise in analytics and research. He has worked with Deloitte USI and HSBC EDPI as part of the Financial Analytics Team. His primary focus was on Credit Risk Analytics, specifically in validating financial risk models for large bank holding companies. This involves conducting methodology assessments, data process flow, and performing comprehensive model performance tests.

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 (PhD) in Food and Agribusiness Management from the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

Empowering Agroforestry through Digital Innovations : A Practical Orientation to Agroforestry App

September 20-21, 2025

Program Co-ordinator : Dr. Archana Thulaseedharan

Program Co-Coordinator : Dr. K.C. Prakash

About the Program

This Management Development Programme (MDP) introduces participants to the Agroforestry App, a digital tool developed to support farmers, agribusiness professionals, and field staff in planning, managing, and monitoring agroforestry systems.

Program Objectives : • Demonstrate key features and utilities of the Agroforestry App • Facilitate hands-on learning through guided practice • Enhance field-level decision-making using digital tools.

BENEFITS OF THE PROGRAM : Participants will gain familiarity with the app's functionalities, improve their digital literacy in agroforestry practices, and learn to support farmers through data-driven interventions.

CONTENTS : • Introduction to Agroforestry Systems • App Features and Navigation • Case-Based Usage Scenarios • Hands-On Practice Sessions

PEDAGOGY : Interactive lectures, demonstrations, case discussions, and app-based exercises

WHO SHOULD ATTEND : Field officers, extension workers, agri-entrepreneurs, NGO professionals, and students in agriculture and forestry.

PROGRAM DATES

September 20-21, 2025

PROGRAM FEE :

₹ 4,500/- (Including GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Archana Thulaseedharan**

archanathulaseedharan@iipmb.edu.in Mob. : 9947348800

Program Co-Coordinator : **Dr. K C Prakash**

prakashkc@iipmb.edu.in Mob. : 7619367720

Last Date to Confirm Participation : 15th Sept. 2025

PROGRAM COORDINATOR

Dr. Archana Thulaseedharan is an Assistant Professor in the OB & HRM area at Indian Institute of Plantation Management. Her primary area of interest lies in behaviour and labour studies with a focus on issues in gender, diversity management, conflict management and psychological well-being. She uses qualitative and quantitative tools in her research.

PROGRAM CO-COORDINATOR

Dr. K.C. Prakash is a distinguished academician with over 11 years of extensive experience in the field of Agribusiness. He is currently serving as an Associate Professor at the Indian Institute of Plantation Management (IIPM), Bangalore. Dr. Prakash has made significant contributions to the advancement of Supply Chain Management, Market Linkage, and the Socio-Economic Impacts of Agricultural Practices.

Branding of Agricultural Products in the Digital Age

September 24–26 2025

Program Co-ordinator : Prof. John Mano Raj S

About the Program

India, the second-highest agriculture producer in the world, leads global production in several commodities, including shrimps, spices, and fruits such as mango, papaya, and banana, as well as rice and meat. These products are not only consumed domestically but are also exported, placing India 13th globally in agricultural exports.

However, a major share of agricultural, horticultural, and allied products are traded in bulk and remain undifferentiated, leading to a “value trap” downstream in the supply chain and inefficiencies in marketing.

The growing global population, expansion of the retail sector, digital revolution, and shifting consumption patterns open up new opportunities for marketers and agribusiness professionals to market differentiated and branded products. To remain competitive, product and brand managers must adopt innovative marketing and branding practices.

This programme aims to explore practical strategies for branding agricultural, horticultural, and allied products, sustaining brand presence, and managing brands effectively across the value chain.

FOR WHOM : This programme is primarily designed for professionals involved in marketing and promotion of agricultural, horticultural, and allied products. Suitable for :
• Marketing / Brand Managers • Working professionals in agri-startups • Prospective entrepreneurs intending to export branded agri./horti. products • State Government officials from agriculture/horticulture marketing departments • Office Bearers / CEOs of FPOs / FPCs • Young academicians / researchers in agribusiness, marketing, and branding

PROGRAM LEARNING OUTCOMES : By the end of this 3-day programme, participants will be able to :

- Understand the need, importance, and benefits of branding agricultural products for targeted customers
- Acquire insights into branding concepts and methods for differentiating agricultural products
- Analyse the challenges and benefits of marketing branded vs. unbranded agri./horti./allied products
- Create a brand-led culture and foster internal employee alignment to deliver brand promises externally
- Identify key brand elements unique to their products to establish differentiation and value proposition.

PEDAGOGY :

- Lectures using PowerPoint presentations
- Group exercises and facilitated discussions
- Case study analysis
- Interactive sessions with practitioners and brand managers for experiential learning

TRAINING MODULES & COVERAGE : • Concepts and Myths about Branding • Challenges & Importance of Branding Agri./Horti./Allied Products and Promotion of Agri-Commodities • Methods of Branding Agri./Horti./Allied Products & Building Market Competitiveness • Brand Building Principles and Managing Brand across the Product Life Cycle (PLC) • Digital Marketing Communications & Brand Promotion.

PROGRAM DATES

September 24–26 2025

PROGRAM FEE :

₹ 9,000/- (Including GST)

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. John Mano Raj S.**

manoraj@iipmb.edu.in Mob. : 9980993260

Last Date to Confirm Participation: 20th Sept. 2025

PROGRAM COORDINATOR

Dr. John Mano Raj. S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 29 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of “branding of agricultural commodities” Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on “Branding of Green Tea Leaves: A Disruptive Innovation” selected for presentation and presented at The World Bank, Washington DC, USA.

Managing in an Evolving Business Environment

September 26-27, 2025

Program Co-ordinator : Dr. Manmohan Yadav

About the Program

Today's business environment is increasingly confronted by rapid shifts in market dynamics, evolving customer preferences, intensifying competition and value chain pressures. As a result, managers need a strong blend of hard and soft skills to lead successfully. Key critical skills include adaptability, emotional intelligence, communication, problem-solving, leadership, and strategic thinking. These skills enable managers to navigate challenges, adapt to changes, and foster effective collaboration within their teams. Therefore the programme is designed to orient and equip managers, executives, and entrepreneurs with the realities of the evolving business environment and the new capabilities and skills needed to adapt themselves.

Program Objectives :

1. To provide a reality check of the evolving business environment and their ability to adapt.
2. To help managers understand their own self and the ways to align their self with that of the other team members.
3. To understand and learn the role of Effective Communication, Emotional Intelligence, Collaboration, Strategic thinking, Active Listening, Adaptive Management, Interpersonal relationships, and Leadership in an ever changing business environment.

BENEFITS OF THE PROGRAM : Managers who have already developed expertise in their technical field / area and are now responsible for senior positions dealing with more diverse roles and teams, need skills and modern management tools to manage effectively in an evolving business environment. This programme is designed to provide necessary critical skills to enhancing their ability to work effectively and also improve their work environment with better interpersonal skills.

CONTENTS : The programme would focus on key soft-skills such as

(1) Strategic thinking (2) Problem-solving (3) Effective Communication (4) Emotional Intelligence (5) Effective Leadership (6) Mindfulness (7) Interpersonal Relationship (8) Winning teams (9) Collaboration (10) Adaptability (11) Critical thinking

PEDAGOGY :

• Lectures, case-studies, role play and active participation through • Exercises will be the key pedagogy in this programme

WHO SHOULD ATTEND : The programme is designed for senior managers, executives and entrepreneurs in the agribusiness sector including exports.

PROGRAM DATES		September 24–26 2025
PROGRAM FEE :	Participant for residential	₹ 16,000/- (Including GST)
	Participant for residential	₹ 10,000/- (Including GST)
	10% discount will be offered for 3 or more nominations from one organization	

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

Note : The programme can be customised for commodity boards and conducted at their locations.

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

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Manmohan Yadav**

manmohan@iipmb.edu.in Mob. : 9424413670

Last Date to Confirm Participation: 31st August 2025

PROGRAM COORDINATOR

Dr Manmohan Yadav,

Strategic Leadership for Transformational Change in Agribusiness Sector

November 3-4, 2025

Program Co-ordinator : Dr. Dinesh Jain

Program Co-Coordinator : Prof. Manmohan Yadav

About the Program

In today's fast-evolving agribusiness, food, and plantation landscape, organisations face unprecedented challenges and opportunities arising from global market volatility, climate change, regulatory complexities, technological disruption, and shifting consumer preferences. For top-level leaders and board members, the ability to anticipate, lead, and sustain strategic change is no longer optional but critical for securing long-term competitiveness and resilience.

This programme, Leading Strategic Change, is specifically designed to empower senior executives and governance bodies with the strategic frameworks, leadership tools, and sector-specific insights needed to navigate complex change environments successfully. By fostering an integrative approach that combines strategic vision, stakeholder alignment, and operational execution, the programme enables leaders to not only respond effectively to external pressures but also to proactively drive transformational initiatives that future-proof their organisations.

The rationale behind this programme stems from the recognition that many strategic change efforts in agribusiness and related sectors falter due to inadequate alignment at the leadership and governance levels, insufficient stakeholder engagement, and the inability to embed change sustainably within organisational culture. This course addresses these gaps by equipping participants with the competencies to lead change with clarity, agility, and impact ensuring that their organisations thrive amid disruption and continue to deliver value to stakeholders.

Program Objectives : • Enhance strategic leadership capabilities for navigating complex change landscapes in agribusiness, food, and plantations • Develop the ability to anticipate and respond to market, regulatory, environmental, and technological shifts with agility • Gain mastery in aligning organisational vision, culture, and resources to execute strategic change at scale • Strengthen governance and stakeholder engagement strategies, including with investors, regulators, communities, and international partners • Build frameworks for measuring and sustaining change outcomes that ensure organisational resilience and value creation • Foster a mindset of innovation and adaptive leadership essential for future-ready agribusiness enterprises.

BENEFITS OF THE PROGRAM : • Deepen understanding of strategic change dynamics specific to agribusiness and plantation sectors at the governance level • Equip leaders to champion and sponsor high-impact change initiatives across complex stakeholder ecosystems • Acquire tools to manage political, cultural, and operational complexities that influence successful transformation • Enhance capability to embed sustainability, digital innovation, and export competitiveness into long-term strategic plans • Opportunity to engage with peer executives through case studies and strategic scenario planning exercises relevant to sectoral challenge.

CONTENTS : • Strategic thinking and leadership for transformational change in agribusiness and food sectors • Identifying and responding to strategic inflection points: market disruptions, sustainability, regulation • Diagnosing strategic alignment at the organisational and governance levels • Leading power, politics, and stakeholder dynamics among boards, investors, regulators, and communities • Driving culture and leadership transitions to embed change sustainably • Strategic oversight of change initiatives: monitoring, reviewing, and sustaining transformation • Leading strategic turnaround and business model innovation in agribusiness enterprises • Leveraging business transformation to achieve sustainability and global market leadership.

PEDAGOGY :

An executive-level, case-driven approach combining facilitated discussions, strategic simulations, real-world sector insights, and reflective leadership practices to empower participants to lead confidently and decisively at the highest organisational levels.

WHO SHOULD ATTEND : Board members, CEOs, CXOs, senior executives, and chairs of agribusiness, food, and plantation companies responsible for setting strategic direction and overseeing transformational change initiatives. This programme is ideal for leaders who steer corporate governance, investor relations, and long-term value creation in complex agribusiness ecosystems.

PROGRAM DATES

November 3-4, 2025

PROGRAM FEE :

₹ 10,000/- (Including GST)

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Program Coordinator : **Dr. Dinesh Jain**

dineshjain@iipmb.edu.in Mob. : 9724056975

Program Co-Coordinator : **Dr. Manmohan Yadav**

manmohan@iipmb.edu.in Mob. : 9424413670

Last Date to Confirm Participation: 31st October 2025

PROGRAM 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 the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

PROGRAM CO-COORDINATOR

Dr. Manmohan Yadav,

Environmental Sustainability Accounting and Green Finance

November 12 – 14, 2025

Program Co-ordinator : Dr. S. Sudha

About the Program

The program aims to provide in-depth insights on environmental sustainability practices as well as measurement on all the dimensions of environmental reporting as required by global as well as Indian sustainability and ESG reporting frameworks, alongside throwing light on sources of Green finance for carbon credits and green credits projects.

Program Objectives : • To understand the significance of all dimensions under 'E' (Environment) of the ESG-viz., Energy consumption and Energy efficiency, GHG, Non-GHG emissions, carbon sequestration, plastic pollution, solid waste management, Water consumption, Wastewater treatment, Biodiversity and eco-efficiency concepts • To explain the various qualitative as well as quantitative reporting of metrics as part of ESG reporting as per popular sustainability reporting frameworks. • Sourcing Green finance for Carbon credits and Green credits projects.

BENEFITS OF THE PROGRAM : • Facilitates managers to understand sustainability and ESG reporting - a pertinent, contemporary and evolving multidisciplinary area • Enable managers to integrate ESG in their strategies and to push for sustainability initiatives realising the advantages of operational efficiencies and competitive advantage brought by sustainability practices • Incentivize the managers to integrate green credits in the new projects and reduce the cost of capital by sourcing green finance for the same.

CONTENTS : • Overview of Environmental Sustainability dimensions - Energy, Air, water, land, biodiversity and other natural resources • GHG and Non-GHG accounting • Scope 1, 2 and 3 emissions methodologies – role of IPCC, GHG protocol • Carbon sequestration – types and project lifecycle of carbon projects • Hazardous and Non Hazardous Waste management w.r.t Solid waste (including plastics), gases and wastewater • Environmental reporting (quantitative as well as qualitative) as per widely used sustainability frameworks • Sourcing Green finance – Green credits, Green bonds, Sustainability linked bonds etc.

PEDAGOGY :

Lectures using powerpoint presentations, videos, Group activity and group Discussions, experiential learning through success stories shared by Industry experts.

WHO SHOULD ATTEND : Junior and Mid senior level executives across all functional areas of management in profit or non-profit organisations.

PROGRAM DATES

November 12 – 14, 2025

PROGRAM FEE :

₹ 8,220/- (Including GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. S. Sudha

..... Mob. : 9989402926

Last Date to Confirm Participation: 12th November 2025

PROGRAM COORDINATOR

Dr. S. Sudha, Asst. Professor (Finance & Accounting); Faculty In Charge- Centre for Sustainability & Climate Change at IIPMB. Dr. Sudha Srinivasan has more than a decade of teaching and training experience in the areas of Financial Management (Personal finance and Corporate Finance), Banking, Agri-food project financial feasibility analysis. At IIPMB, she has imparted training programs to various corporate entities, Farmer Producer Companies (FPCs), entrepreneurs, including women entrepreneurs in the Agri-plantation sector. Her areas of research interests are ESG, Corporate Sustainability and Financial Performance, currently exploring Carbon Credits' potential in Nature-based solutions and Socially Responsible Investing.

Retailing Food and Grocery: Strategies for Operational Excellence

November 20-21, 2025

Program Co-ordinator : Dr. Shilpa K

About the Program

In the highly dynamic and competitive food and grocery retail sector, operational efficiency is not just a value addition, it is a critical enabler of customer satisfaction, profitability, and long-term success. This programme is designed to equip professionals in the food and grocery retail ecosystem with strategic frameworks, practical tools, and actionable insights to optimize operations and elevate business performance. The programme bridges the gap between strategic vision and on-ground execution, enabling participants to align retail operations with evolving consumer expectations, supply chain complexities, and technological shifts. From inventory and shelf space optimization to cold chain logistics, store layout design, and customer service excellence, this programme offers a comprehensive approach to achieving operational excellence in food and grocery retailing.

Program Objectives : • Understand the strategic importance of operations in food and grocery retail • Apply tools and techniques to improve operational efficiency and responsiveness • Align store operations with consumer trends, safety standards, and freshness expectations • Optimize inventory, logistics, and cold chain management for perishable goods • Explore the use of digital tools and analytics in operational decision-making • Implement KPIs and performance metrics for continuous improvement.

CONTENTS : • Strategic alignment between retail operations and food/grocery business goals • Best practices in process efficiency and store operations • Inventory management and cold chain optimization • Enhancing customer experience in food and grocery formats • Visual merchandising and store layout for perishables and packaged goods • Leveraging technology and automation in food retail • Data-driven decision-making and operational metrics • Cost control, shrinkage reduction, and profitability improvement.

PEDAGOGY:

The programme adopts a highly interactive and experiential approach, using lectures, case studies, group discussions, hands-on exercises, and simulations. Scenario-based activities and role plays tailored to food and grocery retail will strengthen real-world application and problem-solving capabilities.

WHO SHOULD ATTEND : • Store managers and operations executives in food and grocery retail • Supply chain and logistics professionals handling perishable products • Category and merchandising managers in FMCG and fresh produce segments • Entrepreneurs and start-up founders in grocery, farm-to-fork, and food-tech ventures • Professionals from supermarkets, hypermarkets, and e-grocery platforms • Executives from cooperatives, FPOs, and food distribution networks • Management professionals aspiring to work in the food and grocery retail industry.

PROGRAM DATES

November 20-21, 2025

PROGRAM FEE :

₹ 6,000/- (Including GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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Program Coordinator : **Dr. Shilpa K.**

kshilpa@iipmb.edu.in Mob. : 8618993858

Last Date to Confirm Participation: 10th Nov. 2025

PROGRAM COORDINATOR

Dr. Shilpa K.,

Sales Effectiveness & Market Development for Agri-Input Marketing

November 26-28, 2025

Program Co-ordinator : Dr. John Mano Raj S.

About the Program

Agriculture has been the backbone of India's economic system. Agricultural inputs and related services are essential for the sector to meet the growing food supply needs driven by population growth. Enhancing the productivity of crops, vegetables, and livestock depends on quality farm inputs such as seeds, fertilizers, chemicals, and implements, along with services like credit, insurance, and consultancy. This calls for an efficient delivery system for agricultural inputs and services.

Rapid growth in the demand for agricultural inputs, increasing competition, changes in farmer profiles, and rising farmer bargaining power necessitate innovative approaches in marketing and sales. There is a growing need for professionalism in agri-input sales, where sales teams must be equipped with the right skills to influence farmers and channel partners effectively and drive business growth.

FOR WHOM : This programme is primarily designed for junior and middle-level executives involved in the sales and marketing of agricultural inputs who are responsible for demand generation, engaging with farmers and channel partners, and managing sales territories.

SUITABLE FOR : Sales Teams of agri-input companies, Territory Sales Managers, Regional Sales Managers • Working professionals in agri-input start-ups • Government officials from Agriculture/Horticulture departments in extension roles • Young professionals aiming for careers in sales and marketing.

PROGRAM LEARNING OUTCOMES : • Understand and appreciate the emerging importance of professionalism in agri-input marketing • Analyse changing markets, farmer and distributor behaviour, and the impact of technology on sales strategies • Develop and implement effective demand generation activities tailored to the farmer's decision-making journey • Formulate strategic plans to engage with channel partners and build long-term relationships for sales effectiveness • Enhance key skills required for territory management, effective selling, and internal collaboration/reporting.

PEDAGOGY :

• Lectures using PowerPoint presentations • Group exercises, facilitated discussions, role plays, and case analysis • Experience-sharing sessions with practitioners.

TRAINING MODULES & COVERAGE : • Understanding the Agri-Input Market: Emerging Challenges & the Need for Professional Selling • Market Scanning & Territory Potential Analysis for Segmentation and Market Selection • Demand Generation Activities Across Farmers' Decision-Making Journey • Channel Management & Engagement with Channel Partners for Loyalty • Brand Promotion Activities, Organizing Field Days & Farmers' Meets • Professional Selling Process for Sales Effectiveness • Salesperson as Brand Ambassador • Soft Skills for Higher Performance.

PROGRAM DATES

November 26-28, 2025

PROGRAM FEE :

₹ 9,000/- (Including GST)

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MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. John Mano Raj S.**

manoraj@iipmb.edu.in Mob. : 9980993260

Last Date to Confirm Participation: 20th Nov. 2025

PROGRAM COORDINATOR

Dr. John Mano Raj. S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 29 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of "branding of agricultural commodities" Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on "Branding of Green Tea Leaves: A Disruptive Innovation" selected for presentation and presented at The World Bank, Washington DC, USA.

Hands-on training for Agricultural Produce Export Management (HAPEM)

December 10-12, 2025

Program Co-ordinator : Dr. K. Venkateswaran

About the Program

India has production of wide variety of agricultural and horticultural produce that have huge potential markets in many countries, especially in light of the emerging health conscious community across the globe. At present the export potential is not converted economically by the Indian agricultural producers. In order to capture the opportunities in the global agricultural export markets, IIPM is offering an export-oriented training program for the budding and aspiring exporters.

Program Objectives : • Enhancement of knowledge on the Agricultural Produce Export Management (APEM) fundamentals • Familiarizing export operations and procedures for agricultural and allied produce • Developing strategies for enhancing the marketability of the Indian agricultural produce in the global markets • Facilitating to learn the required quality and packaging standards for the global market • Enabling participants to work hands-on creating a global Agricultural Business plan.

BENEFITS OF THE PROGRAM : The programme is primarily designed for the professionals involved in Export of Agricultural products, start-ups, budding exporters and freshers who are interested to start agri-export business.

CONTENTS : • Understanding Export Management of Agricultural Produce • Assess export opportunities for India's Agricultural Products in the foreign market • Familiarize the tools and techniques for market identification and strategy development • Creation of an Export oriented Enterprise • Development of global business plan for the Export of Agricultural produce • Quality, labelling and packaging standards for agricultural exports.

PEDAGOGY:

• Lectures through Power-Point Presentations • Group exercises, Facilitated discussions, Case analysis • Live interactive experience sharing talks with Practitioners.

WHO SHOULD ATTEND : • International Marketing & Brand Managers • Working professionals in agri-start-ups aiming for exports • Prospective farmer-preneurs intending to export branded Agri. / Horticulture Products • Government officials of Agri. / Horticulture marketing departments • Office Bearers / CEOs of FPOs / FPCs • Young academicians / researchers in the field of International Agribusiness, Marketing & Branding.

PROGRAM DATES	December 10-12, 2025	
PROGRAM FEE :	Reading Material, Programme Kit, Lunch, Tea & Snacks during programme days will be provided.	₹ 19,500/- (+18% GST)
	The programme is Non-residential	

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact
MDP Office
E mail : mdp@iipmb.edu.in Ph: 080-23211716
Program Coordinator : Dr. K Venkateswaran
venkateswaran@iipmb.edu.in Mob. :
Last Date to Confirm Participation: 1st December 2025

PROGRAM COORDINATOR
Dr. K. Venkateswaran,

Building Skills for Evidence-Based Agricultural Project Evaluation

December 18-19, 2025

Program Co-ordinator : Dr. Lavanya B.T.

Program Co-Coordinator : Dr. Naveen B.R.

About the Program

This training program is designed to build a solid foundation in the principles, tools, and methodologies used to evaluate agricultural projects effectively.

Program Objectives : (1) To understand the Core Concepts of project evaluation specific to agricultural and rural development projects. (2) To identify and Apply Evaluation Frameworks (3) To use Evaluation Tools and Techniques such as cost-benefit analysis, impact evaluation, participatory methods, and key performance indicators. (4) To design Monitoring and Evaluation (M&E) Systems that are relevant, reliable, and actionable. (5) To analyze and Report Evaluation Findings to support evidence-based decision-making. (6) To incorporate Sustainability, Inclusivity, and Climate Resilience in project evaluations.

BENEFITS OF THE PROGRAM : • Practical Skills in evaluation methodologies applicable to real-world agricultural projects. • Enhanced Decision-Making Capacity by understanding how to measure and interpret project impacts and outcomes. • Exposure to Best Practices and case studies from successful agricultural evaluations. • Improved Project Efficiency through better planning, monitoring, and course-correction based on data. • Networking Opportunities with experts, practitioners, and fellow participants from across the agri-development spectrum. • Certification upon successful completion, boosting credibility and professional value.

CONTENTS : • Core concepts • Evaluation framework • Evaluation Tools and technique • Designing the Evaluation, analysis and report writing.

PEDAGOGY : Expert Lectures, Case Studies, Hands-on Exercises

WHO SHOULD ATTEND : • Government Officials • Project Managers and Coordinators • Monitoring & Evaluation (M&E) Professionals • Researchers and Academicians • Development Practitioners and NGO Staff • Consultants and Advisors.

PROGRAM DATES

December 18-19, 2025

PROGRAM FEE :

₹ 4,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Lavanya B.T.**

lavanyabt@iipmb.edu.in Mob. : 9449314051

Program Co-Coordinator : **Dr. Naveen B.R.**

naveenbr@iipmb.edu.in Mob. : 8197898209

Last Date to Confirm Participation: 15th December 2025

PROGRAM COORDINATOR

Dr. Lavanya B.T.

PROGRAM CO-COORDINATOR

Dr. Naveen B. Ramu, Asst. Professor (Decision Sciences and Operations Management) Dr. Naveen B R is an experienced Risk Analytics professional with over 13 years of expertise in analytics and research. He has worked with Deloitte USI and HSBC EDPI as part of the Financial Analytics Team. His primary focus was on Credit Risk Analytics, specifically in validating financial risk models for large bank holding companies. This involves conducting methodology assessments, data process flow, and performing comprehensive model performance tests.

Legacy to Leadership: Towards Excellence in Family Business Management

January 21-23, 2026

Program Co-ordinator : Dr. Dinesh Jain

Program Co-Coordinator : Dr. John Mano Raj S

About the Program

Family-run plantations and agribusinesses face new realities: climate risk, shifting global markets, tech disruption, and generational transition. This MDP empowers owners, successors, and senior leaders to drive entrepreneurial transformation, build strategic capabilities, and future-proof legacy enterprises through innovation, professionalization, and values-driven leadership.

Program Objectives : • Reimagine family business strategy in plantation and agri sectors • Strengthen governance, leadership succession, and decision-making capacity • Build resilient, market-responsive, digitally enabled business models • Drive innovation and diversification rooted in family values • Equip next-gen leaders to lead with vision, agility, and purpose • Design actionable transformation roadmaps for family enterprises.

BENEFITS OF THE PROGRAM : • Enhanced leadership capability in family business contexts • Strategic alignment across generations and functions • Deepened understanding of ESG, branding, and market diversification • Frameworks and toolkits for operational excellence and governance • Capstone action plan for tangible, short-term enterprise transformation.

CONTENTS : • Entrepreneurial Thinking in Traditional Enterprises • Functional Excellence: Modernising Plantation Operations & Agri Value Chains • Ownership, Roles & Governance: Avoiding Dysfunction with Smart Structures • Rebuilding Family Business Strategy in Agribusiness & Plantations • Succession, Talent Pipelines & Next-Gen Leadership Transitions • Financial Acumen for Leaders: Capital, Cash Flow & Risk • Marketing & Branding Agri Legacy Products in New-Age Markets • Family Business Innovation Lab: Case Clinic + Diversification Opportunities • ESG & Climate Resilience for Plantation and Agri Business Leaders • People, Culture & Family HR: Managing Loyalty, Performance & Identity • Leadership for Growth: Strategic Decision Making Under Uncertainty • My 90-Day Action Plan.

PEDAGOGY : • Expert Lectures and Interactive Sessions • Case Studies and Industry Examples • Group Discussions and Exercises • Discussions with Industry Leaders • Capstone Project/ Action Plan for Implementation

WHO SHOULD ATTEND : • Scions preparing for leadership roles in agri/farm-based businesses • CEOs/Directors in family-led plantations and food/agri enterprises • Top leadership advisors driving diversification, expansion, or new ventures • Family office advisors, next-gen stakeholders, or board members.

PROGRAM DATES

January 21-23, 2026

PROGRAM FEE :

₹ 7,500/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Dinesh Jain

dineshjain@iipmb.edu.in Mob. : 9724056975

Program Co-Coordinator : Dr. John Mano Raj S.

manoraj@iipmb.edu.in Mob. : 9980993260

Last Date to Confirm Participation: 15th January 2026

PROGRAM 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 the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

PROGRAM CO-COORDINATOR

Dr. John Mano Raj. S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 29 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of "branding of agricultural commodities" Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on "Branding of Green Tea Leaves: A Disruptive Innovation" selected for presentation and presented at The World Bank, Washington DC, USA.

Strategies to Promote Technology Adoption among Farmers

January 29-30, 2026

Program Co-ordinator : Dr. Parvathi Jayaprakash

Program Co-Coordinator : Dr. John Mano Raj S

About the Program

Despite significant advancements in agricultural technologies—ranging from precision farming to mobile-based advisory platforms—adoption among farmers remains varied and often low. The MDP on “Strategies for Technology Adoption to Farmers” aims to bridge this gap by equipping professionals with frameworks, tools, and strategies to enhance the reach, relevance, and impact of agri-technologies. This programme will explore behavioural, economic, policy, and communication dimensions of technology diffusion in farming communities.

Program Objectives : • To understand the challenges and opportunities in promoting technology adoption among farmers. • To identify the socio-economic, psychological, and infrastructural barriers to adoption. • To equip participants with strategic tools for planning and implementing effective technology dissemination. • To demonstrate case studies and successful models of technology adoption in agriculture. • To foster collaboration among stakeholders to design farmer-centric adoption strategies.

BENEFITS OF THE PROGRAM : • Gain insight into behavioural and economic drivers influencing technology uptake among farmers. • Learn how to design and implement effective outreach and training modules for farmers. • Understand the role of ICT, extension systems, and FPOs in scaling agri-technologies. • Network with experts, agri-tech firms, and extension professionals. • Exposure to real-world examples of scalable and inclusive technology interventions.

CONTENTS : (1) **Introduction to Agricultural Technology and Innovation** • Types of agri-technologies: mechanization, ICT, biotech, fintech, etc. • Current trends and innovations in Indian agriculture (2) **Understanding Farmers’ Behavior and Adoption Patterns** • Diffusion of innovation theory • Psychological and economic factors affecting adoption • Role of trust, culture, and peer networks (3) **Designing Effective Dissemination Strategies** • Stakeholder mapping and engagement • Role of demonstration, training, and experiential learning • Communication strategies and farmer-centric design (4) **Institutional and Policy Framework** • Role of extension services, NGOs, cooperatives, and FPOs • Government schemes and incentives for tech adoption (5) **Digital Tools and Platforms for Extension** • Mobile apps, remote sensing, IoT, and AI for farmer outreach • ICT-enabled knowledge dissemination (6) **Case Studies and Best Practices** • Success stories from India and other developing countries • Tech adoption models by agri-startups and commodity boards.

PEDAGOGY : The programme will follow an experiential learning approach through :

• Expert-led interactive sessions and discussions • Role plays and group exercises simulating farmer interaction • Case study analysis from national and international contexts • Videos and field-based insights • Hands-on sessions on digital tools used for extension and dissemination.

WHO SHOULD ATTEND : • Officers from Agricultural Extension Departments, KVKs, and ATMA • Professionals from agri-tech companies, cooperatives, and commodity boards • Researchers and faculty members in agriculture and rural development • NGOs and development organizations involved in farmer training and capacity building • FPO leaders, agri-preneurs, and field extension workers • Policymakers and planners in agricultural development and innovation.

PROGRAM DATES

January 29-30, 2026

PROGRAM FEE :

₹ 5,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Naveen B.R.

naveenbr@iipmb.edu.in Mob. : 8197898209

Program Co-Coordinator : Dr. John Mano Raj S.

manoraj@iipmb.edu.in Mob. : 9980993260

Last Date to Confirm Participation: 15th December 2025

PROGRAM COORDINATOR

Dr. Naveen B. Ramu, Asst. Professor (Decision Sciences and Operations Management) Dr. Naveen B R is an experienced Risk Analytics professional with over 13 years of expertise in analytics and research. He has worked with Deloitte USI and HSBC EDPI as part of the Financial Analytics Team. His primary focus was on Credit Risk Analytics, specifically in validating financial risk models for large bank holding companies. This involves conducting methodology assessments, data process flow, and performing comprehensive model performance tests.

PROGRAM CO-COORDINATOR

Dr. John Mano Raj. S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 29 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of “branding of agricultural commodities” Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on “Branding of Green Tea Leaves: A Disruptive Innovation” selected for presentation and presented at The World Bank, Washington DC, USA.

Finance for Non-Finance Executives

February 4-6, 2026

Program Co-ordinator : Dr. S. Sudha

About the Program

Financial decisions are impacted by a firm's past financial performance and in turn affect SBU-level and each division's profitability and the organization as a whole. The process of financial planning essentially takes inputs from all functional areas of management in any organization. In this program, participants gain a basic understanding of finance, terminologies used in financial statements and financial management concepts used in cash flow management to drive organization's growth.

Program Objectives : • To provide in depth understanding of finance terminologies and concepts • To enable managers to appreciate the impact of financial decisions on other functional areas and vice-versa. • To explain the significance of analyzing the financial statements to assess the financial health of an organization.

BENEFITS OF THE PROGRAM : Managers shall be in a better position to understand the implications of various decisions taken by them in their domain/ department on the financial performance of their organisations. This in turn will enable prudential decision-making at individual as well as in participative decision-making exercise like budgeting and zeroing in on strategic initiatives.

CONTENTS : • Analyzing Financial statements of a company and its relevance to various Departments and divisions of the company • Decoding the financial ratios and the story it reveals about cost management and revenue enhancement strategies • Financial planning process to attain profitability • Revenue Enhancement strategies • Cost Management strategies • Cash flow Analysis • Preparation of Budgets

PEDAGOGY : Lectures using powerpoint presentations, Hands-on exercises on MS-Excel, Group activity and group Discussions

WHO SHOULD ATTEND : Junior and Mid senior level executives across all functional areas of management in profit or non-profit organisations.

PROGRAM DATES

February 4-6, 2026

PROGRAM FEE :

₹ 12,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. S. Sudha

..... Mob. : 9989402926

Last Date to Confirm Participation: 21st October 2025

PROGRAM COORDINATOR

Dr. S. Sudha, Asst. Professor (Finance & Accounting); Faculty In Charge- Centre for Sustainability & Climate Change at IIPMB. Dr. Sudha Srinivasan has more than a decade of teaching and training experience in the areas of Financial Management (Personal finance and Corporate Finance), Banking, Agri-food project financial feasibility analysis. At IIPMB, she has imparted training programs to various corporate entities, Farmer Producer Companies (FPCs), entrepreneurs, including women entrepreneurs in the Agri-plantation sector. Her areas of research interests are ESG, Corporate Sustainability and Financial Performance, currently exploring Carbon Credits' potential in Nature-based solutions and Socially Responsible Investing.

Spice Smart: Driving Value through Innovation and Compliance

February 18 – 20, 2026

Program Co-ordinator : Dr. Maneka Goyal

About the Program

The programme will provide an overview of the value addition that can be done at different stages of the spices value chain to realise better profits and increase the shelf-life.

Program Objectives : • To explain key quality control measures used in the spice industry. • To identify potential contaminants and defects in spice production and methods to minimize them. • To evaluate the effectiveness of various processing techniques in preserving the quality and flavor of spices. • To identify opportunities for creating value-added products from spices. • To compare various sustainable packaging materials suitable for spice products • To examine the key labelling regulations and standards for spices in both domestic and international contexts.

BENEFITS OF THE PROGRAM : The participants will be able to gain end-to-end insights into the spice value chain to enhance quality and profitability. There will be able to learn best practices in spice processing, quality control, and sustainable packaging.

CONTENTS : • Introduction to spices and evolution • Value -added products from spices and the by-products • Export potential of spices and its value-added products. • Modern packaging techniques • Advanced processing techniques • Labelling and compliance in the domestic and international markets • Quality control and safety requirements for spices • Value chain analysis for spices.

PEDAGOGY : • Lectures, Group exercises, Facilitated discussions, Case analysis • Live interactive experience sharing talks with Practitioners to make the sessions more of an experiential learning.

WHO SHOULD ATTEND : The programme is primarily designed for the professionals across the value chain, from the production, processing, and packaging of Spices and its value-added products. Suitable for : • Spices Board Officials • Agricultural and Horticultural Officers • Prospective entrepreneurs intending to export branded Spice Products • FPOs / FPCs • Planters / farmers of various spices.

PROGRAM DATES

February 18 – 20, 2026

PROGRAM FEE :

It includes Institutional fee, Reading material, Programme Kit, Lunch Tea and Snacks during programme days and the programme is Non-residential.

₹ 6,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Maneka Goyal**

maneka@iipmb.edu.in Mob. : 9914507535

Last Date to Confirm Participation: 12th February 2026

PROGRAM COORDINATOR

Dr. Maneka Goyal,

Human Sustainability and Workload Analysis: Building Resilient Workplaces

February 26-27, 2026

Program Co-ordinator : Dr. Archana Thulaseedharan

About the Program

In the era of accelerated change, organisations are under pressure to not only deliver business performance but also ensure the long-term sustainability of their workforce. Human Sustainability goes beyond traditional employee well-being and includes holistic support for the physical, emotional, social, and career needs of employees. Similarly, managing workload effectively is essential to prevent burnout, ensure productivity, and retain top talent.

This two-day Management Development Programme focuses on equipping participants with tools and strategies to build people-centric, sustainable, and high-performing organizations.

Program Objectives : • To introduce the concept and components of human sustainability • To help participants understand and apply workload analysis techniques • To examine the link between sustainable practices and workforce retention • To provide tools and frameworks for redesigning work to reduce burnout • To facilitate the creation of action plans tailored to organizational needs.

BENEFITS OF THE PROGRAM : • Understand global trends in human sustainability • Learn to use metrics for workforce well-being and safety • Gain hands-on experience in workload evaluation methods • Build sustainable leadership and inclusive work cultures • Apply tools to measure and redesign jobs based on real data.

CONTENTS : **Day 1: Human Sustainability and Workplace Transformation** • Introduction to Human Sustainability: Definitions and Global Trends • Metrics and Measurement Role of Leadership and Culture in Creating Sustainable Organizations • Case Studies and Panel Discussion with Industry Experts
Day 2: Workload Analysis and Redesigning Work • Concepts and Dimensions of Workload (physical, cognitive, emotional) • Methods: Time-motion study • Tools and Technologies for Monitoring and Managing Workload • Action Planning: Building Human-Sensitive Work Systems.

PEDAGOGY : • Interactive Lectures • Case Discussions • Hands-on Exercises • Panel Discussions with Practitioners • Group Activities and Action Planning.

WHO SHOULD ATTEND : • HR Managers and Executives • Functional Heads and Team Leaders • Occupational Health and Safety Officers • Learning and Development Professionals • Academicians and Researchers in HRM.

PROGRAM DATES

February 26-27, 2026

PROGRAM FEE :

It includes Institutional fee, Reading material, Programme Kit, Lunch Tea and Snacks during programme days and the programme is Non-residential.

₹ 4,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : **Dr. Archana Thulaseedharan**

archanathulaseedharan@iipmb.edu.in Mob. : 9947348800

Last Date to Confirm Participation: 18th February, 2026

PROGRAM COORDINATOR

Dr. Archana Thulaseedharan is an Assistant Professor in the OB & HRM area at Indian Institute of Plantation Management. Her primary area of interest lies in behaviour and labour studies with a focus on issues in gender, diversity management, conflict management and psychological well-being. She uses qualitative and quantitative tools in her research.

Econometric Analysis of Environmental Policies and Sustainable Resource Management (Hybrid)

March 7-8, 2026

Program Co-ordinator : Dr. Shreya Pal

Program Co-Coordinator : Dr. Dinesh Jain

About the Program

This programme offers an integrated approach to understanding environmental economics and the application of advanced econometric techniques to evaluate environmental policies and sustainable resource management. Participants will gain hands-on experience using R and Python to analyze real-world environmental data, perform policy impact evaluations, build forecasting models, and visualize results effectively. The programme aims to bridge the gap between economic theory, policy analysis, and modern data science techniques for environmental sustainability.

Program Objectives : • To develop a strong foundation in environmental economics and policy frameworks. • To introduce advanced econometric methods for analyzing environmental and sustainability data. • To provide hands-on training in data handling, regression modeling, forecasting, and causal inference using R and Python.

• To enable participants to evaluate environmental policies and their socio-economic impacts. • To enhance data visualization and interpretation skills to communicate environmental research findings effectively.

BENEFITS OF THE PROGRAM : • Master practical econometric techniques applicable to environmental and resource economics. • Gain proficiency in using R and Python for environmental data analytics and econometric modeling. • Learn to critically analyze and evaluate the effectiveness of environmental policies using real data. • Improve ability to forecast environmental and economic variables relevant to sustainability. • Develop skills to present complex econometric results clearly to policymakers and stakeholders.

CONTENTS : • Introduction to Environmental Economics and Policy Context • Environmental Data Sources and Data Cleaning in R and Python • Panel Data and Time Series Econometrics for Environmental Applications • Causal Inference Techniques: Difference-in-Differences and Instrumental Variables • Spatial Econometrics for Land Use and Pollution Analysis • Forecasting Environmental Variables and Resource Demand • Data Visualization with ggplot2 (R) and Matplotlib/Seaborn (Python) • Case Studies on Carbon Pricing, Renewable Energy, Pollution Control, and Biodiversity Conservation • Hands-on Computer Lab Sessions and Policy Impact Analysis.

PEDAGOGY : • Interactive lectures combining economic theory and applied econometrics • Practical computer labs with hands-on exercises in R and Python • Group discussions on recent environmental research and policy papers • Case study analysis from multiple environmental sectors • Q&A sessions and panel discussions with domain experts.

WHO SHOULD ATTEND : • Researchers, academicians, and PhD scholars in economics and environmental sciences • Policy analysts and government officials involved in environmental planning and sustainability • Economists, data scientists, and professionals working in natural resource management • NGOs and sustainability consultants seeking data-driven evaluation skills • Students and professionals aiming to integrate environmental economics with modern econometric tools.

PROGRAM DATES

March 7-8, 2026

PROGRAM FEE :	Think tanks, Analysts, Corporate Professionals & all others	₹ 4,500/- (+ GST)
	Academicians, Researchers, and Policymakers	₹ 4,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

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Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Shreya Pal

shreyapal@iipmb.edu.in Mob. : 9073307273

Program Co-Coordinator : Dr. Dinesh Jain

dineshjain@iipmb.edu.in Mob. : 9724056975

Last Date to Confirm Participation: 28th February 2026

PROGRAM COORDINATOR

Dr. Shreya Pal is an Assistant Professor at the Indian Institute of Plantation Management (IIPMB), Bengaluru, with over 4 years of experience in teaching and research. She holds a PhD in financial economics from the Indian Institute of Technology Kharagpur, an MPhil, and an MBA in Finance. With a strong academic background and extensive experience in educational administration, teaching, and research, her areas of interest include financial, environmental, energy, and Open empirical economics.

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 the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

MDP on Data Analytics in Finance

March 10-11, 2026

Program Co-ordinator : Dr. B Venugopal

About the Program

Data is the most powerful tool that businesses have at their disposal today. Channeling raw data through data analytics not only helps businesses understand current market trends but also enables the transformation of businesses by making it possible to foresee possible negative consequences of strategies. That is the power of data and every organization possesses it. Most business sectors have found that the use of data analytics drives profitability improves efficiency, and lowers costs. Personalization of services is one of the significant impacts of data analytics and it helps businesses attract and retain customers. Used in functions ranging from launching new products or services, identifying locales or target audiences, to analyzing various bottlenecks through patterns or trends, insights from data analytics help businesses make better decisions. The finance industry deals with confidential and sensitive information. Even minor human errors or churns in the market can have serious fallouts. It is thus imperative for them to keep a close eye on the data generated daily. However, the raw data in the industry is extremely difficult to assimilate and use. Hence, data analytics plays a crucial role in finance, and it has been doing so for quite some time now. Apart from contributing to profitability, efficiency, and cost efficiency, data analytics in finance helps businesses drive digital transformation and adherence to regulatory compliances.

The finance industry is deeply affected by many global events such as the pandemic, convergence of industries, and rapid technological evolution driving digitization. The profitability of these businesses depends a lot on eliminating risks and closely following and interpreting various market trends. Data analytics helps financial institutions turn massive amounts of unstructured customer and transaction data into valuable insights. These insights help businesses understand many key business aspects. This industry also needs robust enterprise fraud management solutions to safeguard reputation and business continuity. Humans are always prone to error and oversight. Hence it makes good business sense to use data analytics as it helps proactively identify suspicious or fraudulent transaction patterns to mitigate fraud risks consistently and objectively. Besides, it is a highly competitive market, and survival is tough. Whether banking or insurance, customers look out for better, more convenient, or reliable services. Financial data analytics aids intelligent data-driven decisions to discover new markets, design new products and services, become more operationally efficient, and manage regulatory compliances. Let's now look at how the banking and insurance industries, two key finance industries, use data analytics.

Program Objectives : (1) Understand the fundamentals of analytics in Finance and Accounting (2) Apply Analytic techniques in the domain of finance for forecasting 3. To assess financial modeling.

MDP METHODOLOGY / PEDAGOGY : The methodology would be based on lectures, group discussions, Interaction, experience sharing, and hands-on activity by the participants. There will be hands-on sessions on plagiarism checks.

RESOURCE PERSONS : Subject experts from IIMs, IIPMB, and industry will be the resource persons for the MDP.

TARGETED AUDIENCE : This workshop is primarily meant for Faculty members, who are interested in advancing their knowledge of finance and accounting, and Research scholars, interested in gaining a thorough understanding of the academic specialization in the field of finance and accounting.

DURATION & VENUE :

Two days and the program will be organized at
The Indian Institute of Plantation Management Bengaluru
(An Autonomous Organization of the Ministry of Commerce & Industry, GoI)
Jnana Bharathi Campus, P.O. Malathalli, Bengaluru-560056.

PROGRAM DATES

March 10-11, 2026

PROGRAM FEE :

₹ 5,500/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

(Note : Fee includes a program fee, training fee, and post programme handholding for 1 month. The program will be conducted online. Early bird registrations may also receive priority access to resource materials and exclusive pre- event content.)

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://.....>

Alternatively, you can also make NEFT to this Account

Bank Name	Punjab National Bank
Bank Branch	IIPM Campus Branch, Bangalore
Account Number	1586050000611
IFSC Code	PUNB0158620 (Fifth character "0" read as Zero)
Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. Venugopal B.

venugopal.b@iipmb.edu.in Mob. : 9959803981

Last Date to Confirm Participation: 5th March, 2026

PROGRAM COORDINATOR

Dr. Venugopal B.,

Entrepreneurship Development : Venturing Spices Export Business (Collaboration with Spices Board of India, Guntur)

September 1- 3, 2025

Program Co-ordinator : Dr D. Nabirasool

Program Co-Coordinator : Dr Narendran, IIPMB &
Mr Anan Debbarma, Deputy Director, Spices Board- Guntur

About the Program

India is the largest producer, consumer, and exporter of spices in the world, the country produces about 75 of the 109 varieties listed by the International Organization for Standardization (ISO) and accounts for half of the global trading in spices. As per Indian spices export data, India exported 4.46 billion USD worth of spices, a record high in 2023-2024. Spices are very important wing of horticulture and a variety of spices are used in everyday cooking. Value addition is the highest recognition of the value of the product through processing, packaging and marketing. In other words, it is the process of changing or transforming a product from its original state to a more valuable state. Nowadays, many value-added spices are used and they impart a special taste to food preparations. Value addition has several plus points, viz. the value added products are simple to carry, having long-lasting flavours, with low bacterial contamination, having higher income from food industry, used as preservatives and also in pharmaceutical industry. Some prominent value-added products accredited globally are black pepper powder, pepper oleoresin, cardamom oil, curcumin, turmeric oleoresin, bleached ginger, garlic paste, onion powder, coriander oleoresin, etc. Big entrepreneurship to be developed in large scale, and year round production of the value-added product for meeting the international demand is feasible

Program Objectives : • To understand the export opportunities for Spices • To impart the knowledge of the process of venturing the Spices export business • To inculcate the to create new ventures in the Spices.

BENEFITS OF THE PROGRAM : • Acquire knowledge about Value added products of spices • Analyse the markets for Spices and its value added products • Understand the Marketing, Branding to the Spices • Understand the suitable packaging and certifications required to export. • Understanding the Support to the Entrepreneurs • Create a detailed Business plan/report (DPR) • Explore and develop suitable business models.

CONTENTS : • Introduction to Spices, Evolution and Export opportunities • Marketing and Branding of Spices • Value-added products and its by products • Advanced processing techniques • Modern Packing techniques, Labelling and compliance in domestic and international markets • Business plan preparation • Documentation and procedures • Institutional support to start the export business in spices.

PEDAGOGY : • Lectures through Power-Point Presentations • Group exercises, Facilitated discussions, Case analysis • Live interactive experience sharing talks with Practitioners to make the sessions more of experiential learning.

WHO SHOULD ATTEND : The programme is suitable for Exporters and individual who want to start their business in Spices Exports

PROGRAM DATES

September 1- 3, 2025

PROGRAM FEE :

₹ 3,000/- (+ GST)

Secure your spot 30 days in advance and unlock an exclusive 10% Early Bird discount — reward your foresight!

Note : it will be decided after discussion with the Spices Board DD

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://.....>

Alternatively, you can also make NEFT to this Account

Bank Name	Punjab National Bank
Bank Branch	IIPM Campus Branch, Bangalore
Account Number	1586050000611
IFSC Code	PUNB0158620 (Fifth character "0" read as Zero)
Swift Code	PUNBINBBPHM, MICR NO: 560024073

For More Details Contact

MDP Office

E mail : mdp@iipmb.edu.in Ph: 080-23211716

Program Coordinator : Dr. D. Nabirasool

..... Mob. :

Program Co-Coordinator : Dr. Narendran &
Mr. Anan Debbaram

..... Mob. :

Last Date to Confirm Participation: 28th February 2026

PROGRAM COORDINATOR

Dr. D. Nabirasool,

PROGRAM CO-COORDINATOR

Dr. Narendran

Mr. Anan Debbaram



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

ಭಾರತೀಯ ತೋಟಗಾರಿಕಾ ವ್ಯವಸ್ಥಾಪಕ ಸಂಸ್ಥೆ ಬೆಂಗಳೂರು

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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

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