



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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



IIPM-PULSE



VOLUME 2

JULY - SEP 2025

ISSUE 4



HIGHLIGHTS

- Inauguration of the New Academic Batch
- EPCP - Managing Family Business in Plantation
- Celebrations in Campus
- Agri-Startup Stakeholders Connect 2025
- Management Development Programmes
- Corporate Talks & Guest Lectures
- Research Publication
- Academic collaborations

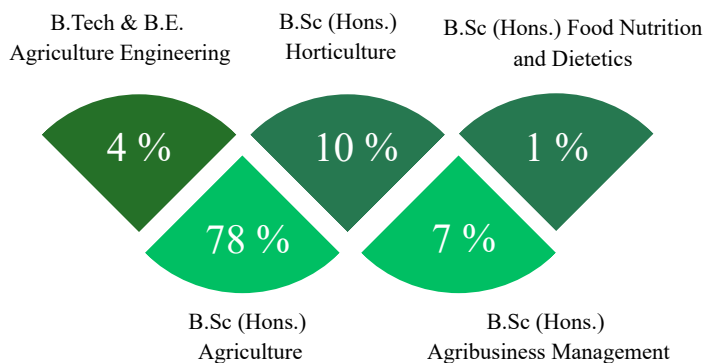


On 30th July 2025, Indian Institute of Plantation Management, Bengaluru proudly inaugurated the new academic session with a vibrant and insightful ceremony, marking the beginning of an exciting journey of leadership and learning for the incoming batch.

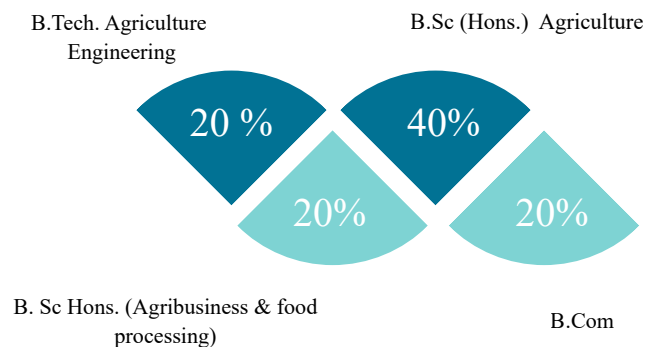
The event was graced by Shri N. N. Narendra, IoFS (Indian Ordnance Factories service), Director of Finance, Coffee Board India, who served as the Chief Guest. His inaugural address inspired and motivated students to pursue excellence and innovation in their academic and professional endeavors. Prof. (Dr.) John Mano Raj S., Director, I/c, IIPMB, delivered an inspiring welcome address, setting a positive tone for the year ahead. The Academic Programme Facilitators (APFs) Dr. Shilpa K., Dr. Sudha Srinivasan, and Dr. Bandaru Venugopal conducted the programme orientation, providing students with valuable insights into academic expectations and institutional goals. The ceremony reflected IIPMB's commitment to fostering academic excellence, professional growth, and holistic development of the students entering its distinguished learning community.

BATCH PROFILE

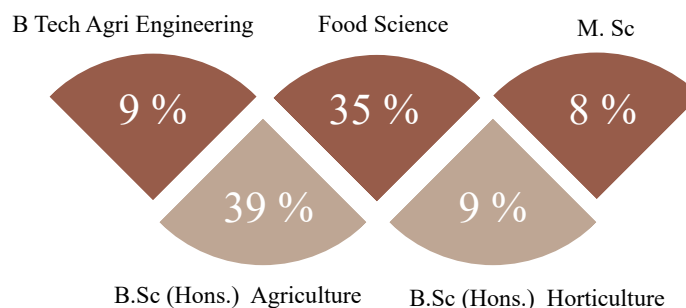
ABPM



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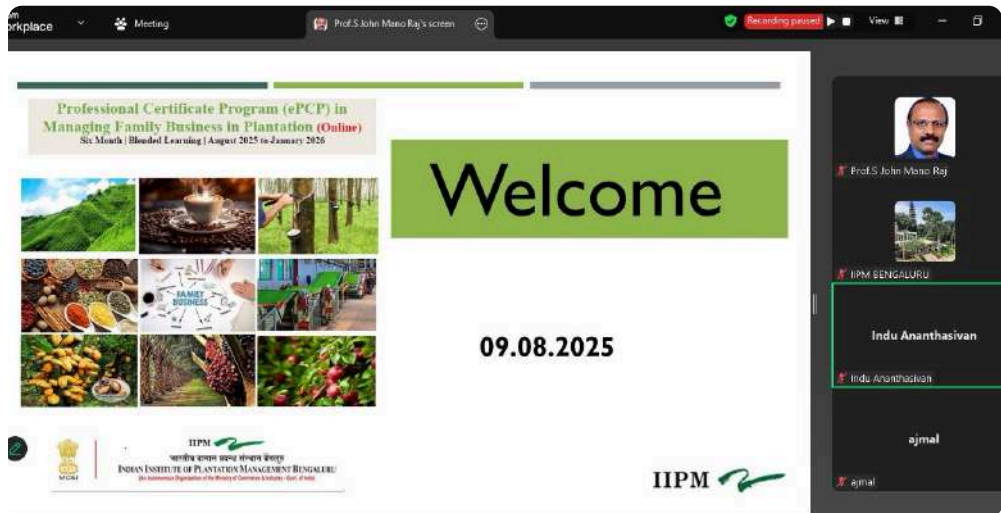
FPBM



The e-PCP is an online/blended learning certification initiative designed to build specialized skills in areas like agribusiness, agri-export venture creation, and management.

Why :

- To standardize professional skills across sectors.
- To help learners upgrade their knowledge without attending physical training.
- To provide employers with a credible way to verify skills.
- To support students and young professionals in career advancement.



Empowering the Next Generation of Plantation Leaders: Professional Certificate Program in Managing Family Business in Plantation

IIPM Bengaluru proudly announces the launch of its Professional Certificate Program (e-PCP) in Managing Family Business in Plantation, a six-month blended learning program scheduled from August 2025 to January 2026. This specialized online program is designed to empower the next generation of plantation owners, family members, investors, and managers engaged in coffee, tea, rubber, spices, cocoa, and oil palm sectors.

As the plantation sector continues to evolve, many family-managed estates face challenges such as changing market dynamics, workforce shifts, rising costs, and the need for modernization. The e-PCP has been developed to help participants address these realities by equipping them with practical and industry-relevant management skills. The program offers comprehensive insights into modern cultivation practices, sustainability standards, digital tools, and emerging trends that shape today's plantation landscape. Through expert-led sessions and interactive learning, participants gain exposure to business planning, financial management, technology adoption, and strategies to enhance productivity and profitability.

A key focus of the program is to strengthen the professional capabilities required to run and scale family-owned plantations. Participants learn to make informed decisions, implement efficient operational practices, and explore opportunities for diversification, value addition, and market expansion. The course also emphasizes leadership development and succession planning to ensure continuity and smooth generational transition within plantation families.

By the end of the program, participants will be equipped to manage their plantations with greater confidence, sustainability, and innovation. They will be prepared to adapt to industry changes, improve the long-term resilience of their estates, and contribute to the advancement of India's plantation sector. The e-PCP ultimately aims to inspire the younger generation to actively engage with their family businesses and transform traditional plantations into forward-looking, competitive, and future-ready enterprises.

Ganesh Chaturthi Celebrations

27th August 2025, on the auspicious occasion of Ganesh Chaturthi, the Indian Institute of Plantation Management, Bengaluru, extends heartfelt greetings to all. As we welcomed Lord Ganesha, the festival inspired wisdom, prosperity, and the strength to embrace new beginnings, reminding us to overcome obstacles with positivity in both personal and professional life.

This year, Ganesh Chaturthi was celebrated at IIPM Bengaluru with great enthusiasm over three consecutive nights, featuring engaging games, fun activities, and team events that fostered unity and friendship among students and staff from diverse regional backgrounds.

On the final day, vibrant cultural performances by teaching and non-teaching staff showcased the collective spirit of the IIPM community. The celebrations concluded with the

Ganesh Nimajjan procession, accompanied by an energetic DJ and group dance, bringing everyone together in a joyful atmosphere of harmony and festivity.



Hindi Diwas Celebration

IIPM Bengaluru has celebrated Hindi Diwas on 14th September with great enthusiasm, highlighting the cultural richness of Hindi and its role in national integration. The event featured rangoli, dance performances, quizzes, and speeches by students and faculty, all emphasizing the importance of preserving linguistic heritage and fostering unity in India's diverse culture. The active participation of the campus community made the celebration lively and memorable, concluding with appreciation for all contributors and reaffirming IIPM Bengaluru's commitment to promoting India's linguistic, cultural, and academic heritage.



Celebrating 79 Years of Freedom at IIPMB

IIPM Bengaluru marked the 79th Independence Day on 15th August with great pride and enthusiasm. The campus reflected a strong sense of patriotism, unity, and commitment to a progressive and sustainable India. The celebration began with the flag hoisting, followed by an inspiring address by Director Dr. John Mano Raj, who reminded everyone of the sacrifices of freedom fighters and the duties we uphold as citizens. The cultural program included a patriotic speech, a lively group dance showcasing India's diversity, and a soulful solo singing performance that captured the spirit of freedom. The event brought

together students, faculty, and staff, fostering togetherness and respect. The celebration reaffirmed IIPMB's belief that true independence lies in nurturing responsible individuals who contribute meaningfully to nation-building and sustainable development.



A Harvest of Happiness: IIPM Bengaluru Celebrates Onam with Grandeur and Glory



Inaugural Lamp Lighting



Traditional dance

On 3rd September 2025, IIPM Bengaluru, came alive with vibrant celebrations for Onam 2025, organized by the Cultural Committee. The event blended tradition and togetherness, making it a memorable highlight of the academic year. The day began with a session on the cultural significance of Onam, where faculty members shared the legend of King Mahabali and the festival's themes of equality, prosperity, and unity, reflecting IIPM's commitment to cultural understanding.

The afternoon featured traditional games and cultural programs that engaged both students and faculty. A major highlight was the energetic Chenda Melam performance, which filled the campus with excitement and strengthened the sense of unity. Activities like Tug-of-War and balloon games showcased the institute's inclusive and lively campus spirit. The celebration concluded on a joyful note, acknowledging the efforts of the Cultural Committee and the support of the IIPM community in honoring India's cultural diversity.

AGRI-STARTUP STAKEHOLDERS CONNECT 2025

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The Agri-Startup Stakeholders Connect, held on 18th July 2025 at IIPM Bengaluru, served as a strategic platform to strengthen and advance India's agri-startup ecosystem. Organized by MANAGE-CIA in partnership with IIPMB, the event was coordinated by Dr. Saravanan, MANAGE, and Dr. K. C. Prakash from IIPM, bringing together experts, innovators, and institutions to create a meaningful space for dialogue, knowledge sharing, and collaborative opportunities.

Renowned speakers such as Dr. Letha Devi G. (ICAR-NIANP), Dr. Shankara M. H. (ICAR-IIHR), Ms. Divya K. B. (NABARD), Dr. Senthil Kumar Radhakrishnan (GPS Institute), Dr. Atul Kolte (ICAR-NIANP), and Dr. Nitya Raman (C-CAMP) added immense value to the discussions. Their contributions offered perspectives on finance, research, innovation, policy, and the future of agricultural entrepreneurship.

The stakeholder meet proved highly valuable for participants by offering direct access to insights from leading professionals across research, finance, technology, and policy. Startups were able to interact with investors, incubators, and support organizations, enabling them to build connections essential for growth. Through workshops, product demonstrations, and pitching sessions, attendees gained exposure to new ideas, received constructive feedback, and explored potential partnerships that enhance innovation and entrepreneurial development in the agribusiness sector.

IIPM conducted this stakeholder meet with the objective of uniting agri-startups and key ecosystem partners on a single platform to address information gaps and strengthen collaboration. Led by the coordination efforts of Dr. K. C. Prakash from IIPM and Dr. Saravanan from MANAGE, the aim was to encourage knowledge exchange, support emerging agri-preneurs, and promote sustainable agricultural innovation. By fostering an environment of learning and partnership, IIPM seeks to contribute to the advancement of the agri-innovation landscape and position itself as a leading hub for agri-entrepreneurship and ecosystem building.



- **A Workshop on marketing & business opportunities for small tea growers & other sponsored by Tea Board**



IIPM Bengaluru has successfully conducted a series of workshops focusing on Marketing and Business Opportunities for Small Tea Growers in Nagaland.

This training initiative, sponsored by the Tea Board (sponsored by Wokha DC), took place over several days, commencing on 1st September 2025. The workshops were held in Nagaland and featured faculty experts Dr. John Mano Raj and Dr. Narendran, who provided essential guidance on maximizing business potential for small tea growers in the region.

- **A Workshop on Agri Export Venture Creation in Emerging Fields**



IIPM Bengaluru has organized AICTE sponsored three-day workshop on “Agri Export Venture Creation” from 10th –12th September 2025 , which enabled participants to learn about export planning, value addition, and market linkages in the agri sector.

Coordinated by Dr. Dinesh Jain and Dr. Bandaru Venugopal, the workshop reflected IIPMB’s commitment to linguistic inclusivity and grassroots empowerment.

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- IIPM and KAPPEC Collaborate on Enhancing Millets Value Chain**



IIPM in collaboration with KAPPEC (Karnataka state Agricultural produce Processing & Export Corporation Limited), Government of Karnataka, organized a three-day Capacity Building Programme on “Enhancing Millets Value Chain: Processing and Export Opportunities” from 15th - 17th September 2025, at the IIPM campus. The programme focused on millet processing, product diversification, FPO strengthening, sustainable innovations, marketing and branding strategies, and export potential. Participants also received insights into government schemes and entrepreneurship avenues within the millet value chain. IIPM extended its appreciation to Shri C. N. Shivaprakash, Managing Director, KAPPEC, and Shri Shivakumar for their support. The institute also acknowledged the efforts of Dr. Shilpa K in coordinating the programme and Prof. John Mano Raj S., Director I/C, for his continuous guidance.

- Empowering FPOs Through Value Addition: IIPM Andhra Centre Organizes Hands-on Training on Millets and Fruits Processing**

IIPM, Andhra Centre, in partnership with the College of Food Science and Technology (ANGRAU) and the Pulivendula -Livelihood Business Incubator, conducted a two-day hands-on training programme on Millets and Fruits Processing, Value Addition, Marketing, and Branding for FPO CEOs and Board Members on 19th - 20th September 2025 Supported by Friends of Women’s World Banking (FWWB), the initiative aimed to strengthen the capabilities of Farmer Producer Organizations by enhancing their technical expertise and market readiness in the agri-food sector.

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Benefits Gained by the Trainees

The training provided participants with practical and industry-relevant skills that directly enhance their operational efficiency and business potential. Trainees received hands-on exposure to millet and fruit processing methods, dehydration techniques, product formulation, pulp extraction, jam and jelly preparation, and modern packaging practices. They also gained knowledge on the nutritional significance of millets, primary and secondary processing standards, and branding and marketing strategies. Through expert-led demonstrations, discussions, and real-time practice, participants developed the ability to create higher-value products, diversify their offerings, and improve profitability. Most importantly, the programme empowered FPO leaders with actionable insights to transition from basic farming to value-added agribusiness.

Purpose of IIPM in Conducting the Programme

IIPM organized this capacity-building initiative to promote sustainable agribusiness development and strengthen FPOs' role in the agri-value chain. The programme was designed to bridge knowledge gaps, introduce innovative processing technologies, and support FPOs in adopting value addition as a pathway to increased income and market competitiveness. By connecting participants with academic experts and industry practitioners, IIPM aims to encourage entrepreneurship, enhance rural livelihoods, and contribute to the broader goal of transforming agriculture into a viable and scalable business ecosystem.



Ms. Vinny M

Founder of Rice Venture – Bayer Direct Acres | Bayer Crop Science,
Topic: Agri-entrepreneurship, the transformative impact of digital technologies in farming

Mr. Sumanth D. C,

**Zonal Sales Manager, East-West Seed seasoned leader
in the Agri Input Domain**

Topic: To explore innovations and leadership in agri-sales and marketing



Mr. M.K. Kadaiah,

CEO of CanAx Forex Consultancy, Bengaluru

Topic : Banking and International Trade

Mr. Siddhartha Ghosh

Chief Operating Officer of Yoga Bar (Sprout Life Foods)

Topic: Building a Career in Processed Food FMCG Space.



Mr. Hitesh Munikrishnaiah,

Manager Operations & Quality Assurance at Zepto

Topic: Retail Operations and Quality Management.

Mr. Vijjeswarapu Alive Jenny Valet-
National Inventory Controller- More Retail Pvt Ltd

Topic: From Campus to Corporate: Lessons from the Retail Supply Chain.



Ms. Keerthy Pathur

Marketing Head of Stonefield Flavours, Bengaluru.

Topic: Consumer Listening: The New Differentiator in B2B Company

Mr. Bharath Vuruvakita,
Vice President & Regional Manager (Agri-Credit), HDFC Bank
(Tamil Nadu & Kerala),

Topic: Insights on practical banking operations, agri-finance,
 and essential skills for a successful career in the banking sector.



Mr. Mukesh Gupta,
General Manager & CFO – Enterprise Application, Wipro
 Topic: Linking strategies with financial performance metrics,
 emphasizing the vital role of strategic planning and financial alignment
 in driving business success

Dr. P. D. Jose,
Professor in the Strategy Area (IIMB)
 Topic: Strategic Management in the Era of
 Artificial Intelligence.



Mr. Martin Jojo
General Manager, ITC Limited
 Topic: Commodity branding and market dynamics,
 emphasizing the role of post-harvest value addition,

Mr. Haresh Rane,
Product Manager – Insecticides, Biostadt India Limited
 Topic: Real-world marketing and management practices.



Mr. Thirumala Koneti
Procurement and Export Manager, Prekin Trading Pvt.
Ltd
 Topic: Diversification and value addition in rice exports

Mr. Yakshith Kiran,
Co-founder of Viyaat Agro and alumnus of IIM Ahmedabad
 Topic: Career development, placement readiness, and
 strategic preparation for success in the agribusiness and food
 processing sectors.



FACULTY ACHIEVEMENTS

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**Dr . Dinesh Jain**

Dr. Dinesh Jain have co-authored research paper titled "The Role of Entrepreneurship Education, Entrepreneurial Motivation, and Entrepreneurial Readiness in Mapping Entrepreneurial Intention of Youth," published in the International Journal of Management Education (ABDC-Indexed). The paper can be downloaded from the following link: DOI: <https://doi.org/10.1016/j.ijme.2025.101272>, as the second author out of three for this publication.

**Dr . Shreya Pal**

Dr. Shreya Pal contributed to the following journals:

- 1 .Pal, S., Lean, H. H., & Villanthenkodath, M. A. (2025). Achieving sustainable food security: integrating environmental and governance issues. Journal of Environmental Studies and Sciences, 1-15.
- 2 .Pal, S., & Mahalik, M. K. (2025). Enhancing exports in Sub-Saharan Africa: the divergent impacts of total factor productivity and credit information. African Journal of Economic and Management Studies, 1-21.

3 .Lau, C. K., Pal, S., Mahalik, M. K., & Gozgor, G. (2025). The role of legal system quality in carbon inequality: Mixed evidence from middle-income economies. Journal of Environmental Management, 395, 127685.



Dr. Dinesh Jain and Dr. Shilpa K. participated in the Nurturing Future Leadership Programme (NFLP) at the Indian Institute of Management Bangalore (IIMB) from 25th to 29th August 2025. The program was conducted in collaboration with the Ministry of Education, Government of India. The program focused on enhancing academic leadership capabilities, including decision-making, negotiation, people engagement, fostering diversity and inclusivity, understanding the role of educators in building a sustainable society, and navigating leadership in today's digitized world. This initiative provided participants with practical insights and strategies to strengthen their effectiveness as academic leaders and contribute to institutional growth.

• MEMORANDUM OF UNDERSTANDING
Between
UNIVERSITY OF MAURITIUS
&
INDIAN INSTITUTE OF PLANTATION
MANAGEMENT

PREAMBLE :

A. The Parties wish to establish a cooperative relationship with the aim of developing and fostering, primarily but not limited to, academic linkages between their two institutions.

B. This Memorandum of Understanding (MoU) sets out the framework for the cooperative relationship between the Parties.



WELCOME TO IIPMB



Dr. T. Anukiruthika is an Assistant Professor in Food Technology and Management at the Indian Institute of Plantation Management–Bengaluru. She holds a Ph.D. in Biosystems Engineering from the University of Manitoba, Canada, and M.Tech./B.Tech. degrees in Food Process Engineering from NIFTEM–Thanjavur, where she was a gold medalist. Her research spans sustainable food processing, grain storage management, food

rheology, 3D/4D food printing, smart packaging, and plant-based innovations. She has international research experience in predictive modeling and spectral imaging for grain storage systems and has previously taught at TNAU and NIFTEM–Kundli. At IIPM–B, she teaches and mentors postgraduate students and supports capacity-building through training programs, workshops, and industry initiatives. She is an active peer reviewer for reputed journals and a member of professional bodies including CSBE, ASABE, CIFST, IFT, INAE, and AFSTI.

Upcoming Events ...

- SANGRAM 2025 – Annual Sports Meet Inauguration at IIPMB
- NIRVAH 2025
- IIPM Alumni Meet
- IIPM Graduation Ceremony

EDITORIAL TEAM



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



Editor: Dr. Parvathi Jayaprakash
(Assistant Professor, IIPMB)

STUDENT REPRESENTATIVES



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(AEBM 2024-26)



Shifana A
(AEBM 2024-26)



Veni
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