



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 - 3

APR - JUN 2026

ISSUE - 3



HIGHLIGHTS :

Graduation Veledictory- PG Batch 2024-26

HR Conclave

Beyond the Bean

Shaping Future Leaders

Summer Internship Placements

Cultivating Entrepreneurship

Driving Rural Innovation

Faculty Achievements

Faculty Research Publications

EVENT HIGHLIGHTS & INDUSTRY RELATIONS

Graduation Valedictory- PG Batch 2024-26

The Valedictory Ceremony for the PGDM–ABPM, FPBM & AEBM Batch 2024–26 celebrated academic achievement and new beginnings. Chief Guest Dr. V. Venkatasubramanian encouraged students to contribute towards strengthening India's agricultural sector. Director Dr. Senthil Vinayagam and faculty members extended their best wishes to the graduating batch, concluding the occasion with pride and optimism.

Shaping Future-Ready Talent: HR Conclave 2026

IIPMB organized HR Conclave 2026 on 10 April 2026 on Strategic Skill Development for Competitive Human Capital. The event brought together students, academicians and HR professionals. Key themes included AI in HR, reskilling, upskilling, talent management and the future of work, promoting learning and dialogue for a future-ready workforce.

**Beyond the Bean: Evolving Landscape of the Coffee Plantation Sector**

Prof. John Mano Raj S shared insights on the changing landscape of India's coffee plantation sector. The session addressed climate change, labour shortages and changing consumer preferences. Branding, specialty coffee, single-estate offerings and strong regional identities were highlighted as important growth opportunities. Examples such as Coorg coffee demonstrated how heritage, origin and compelling storytelling can create a distinctive market identity. Consistent quality and innovation were emphasized for building a competitive and resilient coffee industry.

Shaping Future Leaders: Industry Experts Strengthen IIPMB Admissions

Industry experts and alumni actively participated in the GD & PI sessions for the 2026–28 admissions cycle. Mr. Sumanth D C and Mr. Jayasuriya CR contributed valuable industry perspectives, practical business insights and professional evaluation to the selection process. Their interaction also gave aspiring candidates an opportunity

to engage directly with experienced industry leaders and understand professional expectations. The initiative reflects IIPMB's strong alumni and industry network and its commitment to nurturing future professionals.

Empowering Future Agribusiness Professionals



IIPMB achieved Summer Internship Placements for the 2025–27 batch across its PGDM programmes. Students secured opportunities across Agri-Inputs, Plantations, Food Processing, FMCG, Sustainability , Export, Finance and Supply Chain. These internships provide hands-on experience and exposure to

real-world business challenges.

Cultivating Entrepreneurship: Livelihood Business Incubation Unit–2

IIPMB inaugurated the Livelihood Business Incubation Unit–2 at TRA Tocklai Experimental Station, Jorhat, Assam, under the ASPIRE Scheme of the Ministry of MSME in June. The initiative aims to strengthen entrepreneurship, skill development and livelihood opportunities while promoting innovation and sustainable opportunities for rural communities.

IIPMB and RTIH Join Hands for Agri-Entrepreneurship



IIPMB signed an MoU with the Ratan Tata Innovation Hub (RTIH), Anantapuramu in June. The partnership focuses on agri-entrepreneurship, startup incubation, rural skill development and horticulture export promotion through training, mentoring and innovation-driven initiatives, supporting an innovation-led and sustainable agricultural ecosystem.

GUEST LECTURES - MANAGEMENT THINKING & SKILL DEVELOPMENT

Ms. Zahida Mariyam, Leadership Trainer, conducted a guest session on “Management Thinking and Skill Development.” The programme provided students with perspectives on leadership, professional thinking and essential management skills as part of IIPMB’s Corporate Talks & Guest Lectures initiative.



Promotion of Entrepreneurship through IP Products



Dr. Dinesh Jain delivered an expert lecture at ICAR–CPCRI, Kasaragod, focusing on intellectual property, entrepreneurship, commercialization, technology transfer and industry collaboration in the plantation sector.

Professional Contributions and Academic Engagements



Dr. S. Senthil Vinayagam contributed to several major academic and industry platforms, including AGRIVATE 2026, the AERA Regional Conference and RISE Conclave 2026. His engagements also covered digital extension, agri-enterprise, sustainable mango cultivation and career opportunities in agriculture and allied sectors.

Managing in an Evolving Business Environment

Dr. Dinesh Jain delivered a session for a Mid-Career Refresher Management Programme for Extension Officers of the Coffee Board of India. The programme strengthened managerial, leadership, communication, emotional intelligence and digital extension skills through interactive learning.



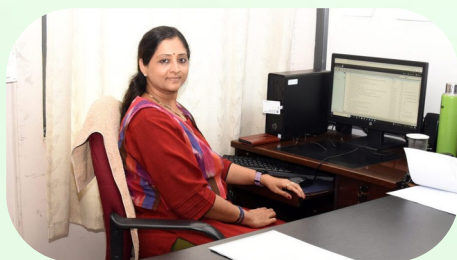
FACULTY PUBLICATIONS

Case Study Publication: Family Identity in Coffee Plantation Business : Dr. John Mano Raj S

The case study explores Brand Creation by Communicating Family Identity to the Stakeholders in a family business in the coffee plantation sector. It was published in the South Asian Journal of Management, Volume 33, Issue 1, 2026.



Relationship Orientation Vs Functional Cues: Dr. Sudha S



This mixed-methods study examined the factors determining Private Label Brand Preferences. The research was authored by Nataraj Balasubramanian, Srinivasan Sudha and Nancyprabha Pushparaj. It was published in the Journal of Retailing and Consumer Services (2026).

Farmer-led Conservation of Red-fleshed Jackfruit in India: Dr. Lavanya B. T

The research explored the economic viability, consumer preferences and policy implications related to the conservation of red-fleshed jackfruit in India. The study was published in Cogent Food & Agriculture, Volume 12 (2026). The research highlights important perspectives on conservation and value creation.



ACADEMIC SOCIAL RESPONSIBILITY

Career Opportunities in Food and Food Processing Businesses

Dr. Dinesh Jain and Dr. Sudha Srinivasan conducted an ASR webinar for final-year students of the College of Food Technology, PDKV, Akola. The session covered career opportunities, industry skills, entrepreneurship and higher education in food and agribusiness.

Agri-Entrepreneurship, Agro-Tourism and Career Opportunities

Dr. Dinesh Jain delivered a webinar under Agri SAARTHI: KRANTI 2026 4.0 in collaboration with the School of Agricultural Sciences, Nagaland University. The programme covered agri-entrepreneurship, agro-tourism and careers in food and agribusiness management, engaging over 600 participants.

**Foundation Course in Commodity Board Professionals (FCCBP)**

IIPMB conducted a foundation course programme sponsored by CCRI, and the faculty handled sessions for the newly recruited Coffee Board Professionals at CCRI, Balehonnur from 6th to 17th April 2026. The ten-day capacity building programme was designed to provide participants with a comprehensive foundation in management principles, institutional functioning, cross-sector dynamics, finance, supply chain management, marketing, sustainability, international markets, digital technologies, data analytics, leadership and public-service responsibilities.

Upcoming Events ...

- International Conference on “Agri Tech & Plantation 5.0”
- APART-ODA sponsored Reach-out Program in Assam
- AICTE-ATAL sponsored Advanced FDP at IIPMB Campus
- APEDA sponsored Capacity Building Program in Andhra Pradesh
- BIRD-Mangaluru sponsored Training Programs at IIPMB Campus
- 2nd Batch e-PCP in managing Family Business in Plantation
- Inauguration of Academic Program: 2026-28
- Commencement of 15th Batch PEP-TTM Program

Thank You For Reading...

EDITORIAL TEAM



Patron:
Prof. Dr. S. Senthil Vinayagam
(Director , IIPMB)



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

STUDENT REPRESENTATIVES



Veni
ABPM 2025-27)



Ashish
(ABPM 2025-27)



Chandraprakash
(ABPM 2025-27)



Yash
(ABPM 2025-27)

CONTACT

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



Indian Institute of Plantation
Management, Bengaluru (IIPMB)



iipm_bengaluru



iipm_bangalore



Indian Institute of Plantation
Management, Bengaluru - IIPMB