

Online Management Development Programme on Agri Input Marketing

03 – 07 August, 2020

THE INSTITUTE

Indian Institute of Plantation Management (IIPM), Centre of Excellence and the first-of-its-kind National Institute, was established at the initiative of the Ministry of Commerce & Industry, Government of India. It is copromoted by the Commodity Boards of India, viz., Coffee Board, Rubber Board, Tea Board, Spices Board and Plantation Industry Associations. IIPM has been focusing in the field of plantation & associated agri-business and commodity management education.

IIPM

**Become Competitive
in
Agri Input Sector**

BACKGROUND

This programme aims at providing the participants with practical skills and attitude for reaching-out to farmers efficiently and effectively with their input offerings. This program will focus on capacity building of corporate executive on managerial and marketing theories and applications in the field of agricultural input marketing such as business environment scanning, understating farmers' buying behavior, market segmentation, targeting and positioning (STP), inventory planning and management, designing marketing network, pricing and promotion and developing effective communication strategy for farmers. This program will cover all key domains of agricultural inputs like seeds, fertilizers and chemicals, organic fertilizers and pesticides, farm machinery and animal feeds and will ensure takeaways for the participants.



OBJECTIVES OF THE PROGRAMME

This programme aims at building the capacity of corporate executives working with agricultural input companies to effectively develop and manage their input business with the farming communities for enhancing their market growth on one hand and efficiently delivering farm advisory services for promoting profitable agriculture to the farmers on the other.

PROGRAMME CONTENT

The program sessions will be delivered through experienced faculty and industry colleagues using practical approaches blended with theoretical models on following tentative themes:

- Scanning of agricultural input marketing environment
- Using marketing tools for developing agricultural input marketing mix
- Market segmentation and targeting for formulating winning marketing strategy
- Managerial leadership & techniques ☑ Customer service strategy-Value creation & Customer satisfaction
- Key account management

COURSE DETAILS

Pedagogy: Lectures

Interactive discussions
Class exercises
Case studies
Experience sharing etc.

Duration: 03-07, August, 2020

Programme Fee:

Rs. 3,000/- (+ 18% GST) per participant (includes tuition fee and certificate)

Who Should Attend:

The target participants of this programme ranges from middle and senior level executives of agricultural input companies, who are responsible for agricultural input marketing, input dealership management and coordination of farm level interventions.

Bank details

Bank Name: United Bank of India Branch: IIPM Campus Branch, Bengaluru
A/C No: 1586050000611
IFSC Code: UTBI0IPC856 (Fifth character "0" read as Zero)
Swift Code: UTBIINBBECB
MICR No: 560027009



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PROGRAMME COORDINATOR

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Steps for Registration

Step 1: Complete the payment

Step 2: Scan the QR Code to Register



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

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Registration Form

1.	Name (CAPITAL LETTERS)	
2.	Designation	
3.	Age (Years)	
4.	Gender (Male or Female)	
5.	Total Service (Yrs)	
6.	Organization Name	
7.	Organization Address	
8.	Telephone	
9.	Fax	
10.	Email	
11.	Mobile	
12.	Mode of payment (DD / Bank transfers)	
13.	Details of DD / Bank transfers (Amount, Bank Name, Transaction ID etc.)	

Signature