



MC&I

IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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



Management Development Programme on Agri-Input Marketing



Last Date for Submission of Application-20-01-2020

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 co-promoted 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.



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.

Specific objectives of the programme are as follows:

- Sensitize the corporate executives of agricultural input companies on formulating and implementing marketing strategy for business excellence.
- Discuss the effective integrated marketing communication strategy with farming communities in building the business relationship.

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

1.	Pedagogy	A suitable combination of classroom lectures, interactive discussions, class exercises, case studies, and experience sharing to be used for effective delivery of the program.
2.	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.
3.	Duration	23-25, January, 2020 (3 days)
4.	Certificate	Certificate of Participation will be provided to the participants after completion of the programme.
5.	Programme Fee	Rs. 10,000/- (including GST) per participant (includes tuition fee, certificate, program kit and boarding and lodging)
6.	Bank details	DD / Bankers Cheque to be drawn for Rs. 10,000/- in favor of IIPM BENGALURU to be paid through on-line: 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

PROGRAMME COORDINATOR & CONTACT

Programme Coordinator	Dr. Prakash KC Assistant Professor (Agri-business)	Email: k.c.prakash26@gmail.com
Phone	07619367720, 08023213381	
Complete Postal Address	Filled-in Application form along with course fee payment details should be sent by post to the following address (or) scanned copies may be sent by mail: MDP office Indian Institute of Plantation Management, Bangalore Jnana Bharathi Campus, Malathalli P. O, Bengaluru: 560 056	

VENUE OF TRAINING

INDIAN INSTITUTE OF PLANTATION MANAGEMENT (IIPM), BENGALURU (An Autonomous Organization of the Ministry of Commerce & Industry, GOI)

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MANAGEMENT DEVELOPMENT PROGRAMME ON AGRICULTURAL INPUT MARKETING**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 / Cheque / Bank transfers)	
13.	Details of DD / Cheque / Bank transfers (Amount, Bank Name etc.)	

Signature