





Indian Institute of Plantation Management Bangalore

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

Programme Type – Special International Programme	   
Sustainable Plantation Management (SPM): Coconut Perspective [13 – 19 May 2019]	
INTRODUCTION:	
Given the importance of Sustainable Coconut Production and Management system in Sri Lanka, there is an increasing focus on Quality & Export Management System at the highest level across the zone. The importance of institutionalizing producers and linking with market framework, strategic vision for start-up through Business Model Canvas (BMC) and enhance disruptive innovations in the industry, a study tour-cum-learning aspects in South India is organized for the benefit of the officials of Coconut Cultivation Board, Sri Lanka.	
FOR:	
Officials of Coconut Cultivation Board (CCB), Sri Lanka	
OBJECTIVES:	
The program aims to provide participants from fundamental to advance from Coconut nursery, field, production & management and value added processing aspects. The program also plans to bring concepts and its application on the sustainable Coconut Production and Management, including the components of Productivity, Quality and Safety, Business model, dimensions of Coconut Production System. The programme will be handled by IIPM faculty, CPCRI, CCB, CFTRI, DeeJay Group, APMC and other regional coconut experts/producers.	
CONTENTS:	
<ul style="list-style-type: none">• Formation and Sustainability of Community based Coconut Farmers' Interest Group (FIG), Society, Federation & company (M4) to enhance Productivity, Quality and Profitability.• Cooperative and Collaborative Learning Module on Formation of M4 Cluster Groups• Strategic Extension Management for Sustainable Coconut Farming: ICAR Perspective• Human Dimensions of Labour Productivity Management in Coconut Sector: TQM Perspective• Mixed Farming in Coconut and Bank Facilities: Experiential Learning• Coconut Hybridization: DeeJay Group Perspective• Farmers Business School (FBS) & Business Model Canvas (BMC) for Sri Lankan Coconut Sector for New Product Development and Marketing Practices• Global Quality Management Systems (GQMS): for Coconut Export, Safety and Traceability• Field Practicum: Visit to Coconut Producers Company Limited, Online marketing and Virgin Coconut Processing Unit, Coconut Farm, Central Food Technology Research Institute (CFTRI), Central Plantation Crop Research Institute (CPCRI), DeeJay Farm and other associated units	
PEDAGOGY:	
<ul style="list-style-type: none">• Limited Classroom Sessions• Case Analysis on Business Model Canvas (BMC) for Coconut based start-up and formation of Farmers Business School (FBS)• Group Work and PPT Presentation• More Field and Industry Visits• Mutual Experiential Sharing and Learning	
PROGRAMME FEE: (Residential) [limited to 20 participants]	
Rs.75,000/- per participant	
PROGRAMME GUIDE, DESIGN & CO-ORDINATOR	
Prof. Dr. V. G. Dhanakumar, Ph.D., (Cornell/Wisconsin), Director, IIPM-Bangalore	
PROGRAMME SECRETARY:	
Ms. S. B. Rani	

For additional information, please contact:

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IIPM Bangalore

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with AACSB-USA,
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