Indian Institute of Plantation Management Bangalore
(An Autonomous organization promoted by the Ministry of Commerce, Govt. of India)

Invites applications for the *Entrepreneurship Development Programme (EDP)* on
Food Processing and Value addition of Agri-Horticulture produce
23rd to 27th March 2015 at IIPM, Bangalore

**Introduction:** India is one of the major producers of fruits, vegetables and other agricultural products. However level of food processing and value addition is low and wastage of perishable agricultural products are high. Food processing is one of the largest sectors in India in terms of production, growth, consumption and exports. New markets for processed and value added products are developing at national and international level. Entrepreneurship in food processing will provide opportunity to increase farm income, generation of employment and business activity in the rural areas. In order to achieve the same, it is necessary to train the growers, entrepreneurs and youth through EDPs in an intensive manner so as to sensitize them to the idea of value addition and encourage them to establish food processing industry.

**Programme Contents:**
- Processing and Value addition of Agri – Horticulture produce.
- Soft skills for Entrepreneurship.
- Starting of an Enterprise- steps and procedure.
- Promoting organizations, Government schemes and Financial assistance.
- Book keeping, Accounts, Costing and Pricing of products.
- Processed Food market, Market feasibility and Marketing strategies.
- Food Laws – FSSAI, BIS, AGMARK etc.
- Project Feasibility and Business plan.
- Factory visits and Dialogue with Industry experts and entrepreneurs.

**For whom:**
Young growers, Prospective entrepreneurs/ agripreneurs and Job seekers in food processing industry.
The batch size shall be limited to 20 participants on first come first serve basis.

**Pedagogy:**
- Program is delivered through case based learning, class discussions, seminars, simulated assignments, real life business situations, industry focused field projects etc.

**Programme Fee:**
- Rs 28,090 per participant (including field visit and service tax)

For further details and Application form, please contact program coordinator:
**Mr. K. Narendran**, Faculty, Mobile: 9901841752, Email: agrinarenk@gmail.com

**Note:** Application form can also be downloaded from Institute’s website at [www.iipmb.edu.in](http://www.iipmb.edu.in).

Filled in application shall be sent to:

MDP Office,
**Indian Institute of Plantation Management**
Jnana Bharathi Campus, P.O. Malathalli, Bangalore 560 056
Tel: 91-80-23217806, 23212767, 91-80-23211716 (EPABX)
Fax: 91-80-23212775; e-mail: mdp.iipmb@gmail.com Website: www.iipmb.edu.in.

**Last Date for Submitting Filled-in Application Forms: 20th February 2015**