

Management Development Programme on  
“Emerging Business Opportunities, Branding and  
Marketing Strategies for Young Planters”  
4<sup>th</sup> – 6<sup>th</sup> February 2021

**For Whom:** The programme is primarily designed for young proprietary garden owners of Coffee/Tea/Spices, Coconut/Mango, etc. looking for Business opportunities associated with plantations: Value Additions, and Marketing, Trading/Exporting, Estate Tourism, etc.

**Duration:** 3 Days

**Number of Participants:** Maximum 15 per Batch

**Location:** IIPM Campus (with limited numbers, strictly following Covid-19 guidelines) or Online Mode using Zoom Platform

**Programme Type:** Non Residential (Accommodation can be facilitated on request)

**Programme Design and Coordination:** Dr. S. John Mano Raj

**Faculty:** A team of faculty from IIPM, and experts from plantation sector.

**The Programme Background:**

The Indian Institute of Plantation Management, an autonomous organization of the Ministry of Commerce and Industries has been serving the plantation and associated agribusiness sector through organizing training, research, and consultancy for 28 years. The plantation sector in India mostly covering Tea, Coffee, Rubber, and Spices plantations contributes significantly to employment, livelihood, and economy of the country is undergoing significant structural changes over the years. The unavailability of labour, declining yield and productivity, increasing competition from emerging producing countries, etc.

demand a new mindset and professional approach to overcome these challenges. On

the other hand, the shift in the demand side, such as growing demand, awareness, and changing requirements of the



global consumers opens up opportunities that can be exploited. In this regard, the programme aims at training and orienting the young plantation owners to invest their talent in starting and developing businesses related to plantations.

### **Programme Content:**

The programme will cover the following sub themes:

- Emerging issues and challenges in estate management.
- Changing face of Consumers and Growing Market Opportunities
- Entrepreneurial Skills for Managing Family Run Business
- Branding of Plantation Commodities and Business Development
- Application of Technology & Innovations in Estate Operations and Marketing
- Developing Business Model

**Pedagogy:** *Class room teaching, Individual exercise, Group exercises, and case discussions*

### **Programme Learning outcome:**

The three day training will cover all the business opportunities related to plantations: Value Addition, Processing, Branding, Home Stay, etc. After attending the programme you will:

- Learn and acquire leadership and Business Mind set required for family run business
- Understand and appreciate the business opportunities associated with plantation.
- Enhance your skills required to run a business
- Develop suitable marketing strategy to promote your product.



**Programme Fee:** Rs.7500 + GST for On-campus and Rs.6000 + GST for online

**Fee Coverage:** Institutional fee, Reading material, working lunch, Tea/coffee (only for participants attending on campus)

**Mode of Fee Payment:** Through NEFT

**Bank Name:** United Bank of India (Punjab National Bank)

**Bank Branch:** IIPM Campus Branch, Bengaluru

**A/c No:** 1586050000611

**IFSC Code:** UTBI0IPC856 (Fifth character "0" read as Zero)

**MICR NO:** 560027009

### **Contact Information**

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