

Branding of Agricultural Products in the Digital Age

Three-day on-campus MDP | March 27 - 29, 2023 | IIPM Bengaluru



IIPM 

भारतीय वागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)

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ABOUT THE PROGRAMME

India the second highest agriculture producer in the world leads production worldwide in several commodities, including shrimps, spices, fruits such as mango, papaya, bananas, rice and meat. These products are not just consumed domestically; India also exports many of the agriculture produce and ranks 13th globally. The major share of agri. / horti./ and allied products are traded in bulk and all undifferentiated. This leads to a 'value trap' down-stream in the supply chain, making the marketing less efficient. Moreover, the growing global population, growth in retail sector, digital revolution and the shift in consumption pattern opens up new opportunities for marketers, and agribusiness professionals. To remain competitive in this global scenario, it is inevitable for the product and brand managers to be innovative in their marketing practices in general and branding exercise in particular. This programme will enable to explore possible ways of branding agri. / horti./ and allied products, keep the brand live, build and manage across the value chain.

FOR WHOM

The programme is primarily designed for the professionals involved in Marketing and promotion of agriculture / horticulture / allied products. Suitable for:

- Marketing / Brand Managers
- Working professionals in agri-start-ups
- Prospective entrepreneurs intending to export branded Agri. / Horticulture Products
- State Government officials of Agri. / Horticulture marketing departments
- Office Bearers / CEOs of FPOs / FPCs
- Young academicians / researchers in the field of Agribusiness, Marketing & Branding

PROGRAM LEARNING OUTCOME

After attending the 4-day program, the participants will be able to:

- Understand the need, importance and benefits of branding agricultural products to your targeted customers
- Acquire nuances in branding concepts, all possible methods of branding agricultural products to create differentiation

- Analyse the challenges and compare the benefits of marketing branded agri./horti./ allied products over unbranded one.
- Create a brand-led culture and employee connect internally and deliver the promise to the external stakeholders.
- Identify the key brand elements that are unique to your product to create a differentiation and offer value proposition to your customers.
- Explore and develop suitable plan for managing brand

PEDAGOGY

- Lectures through Power-Point Presentations
- Group exercises, Facilitated discussions, Case analysis
- Live interactive experience sharing talks with Practitioners /Brand Managers to make the sessions more of experiential learning.

TRAINING MODULES & COVERAGE

- Concepts and Myths about branding
- Challenges & importance of branding agri./horti./ allied products and Promotion of Agri Commodities
- Methods of branding agri./horti./ allied products & Building Market Competitiveness
- Brand Building Principles
- Managing Brands over Geographic Boundaries
- Digital Marketing Communications & Brand Promotion

THE COURSE FEE

Rs.9,000 + 18% GST - it includes Institutional fee, Reading material, Programme Kit, Lunch, tea and snacks during programme days and the programme is Non-residential.

FOR MORE DETAILS

MDP Office, E mail: mdp.iipmb@gmail.com , Phone: 080-23211716 www.iipmb.edu.in



PROGRAMME DIRECTOR

John Mano Raj.S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 29 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials

in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of “branding of agricultural commodities” Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on “Branding of Green Tea Leaves: A Disruptive Innovation” selected for presentation and presented at The World Bank, Washington DC, USA. **E mail:** manoraj@iipmb.edu.in **Mobile:** 9980993260

RESOURCE PERSONS

Senior Faculty from IIPM

Brand Managers/ Experts from Industry

Faculty from IIM

For Registration & Payment, Click the Link or Scan QR Code Below

<https://portal.vmedulife.com/public/admission/#!/form/iipmb-bengaluru/MTQ5Mw==>

