

Training Program

on

“Export Potential of Ziro Kiwi Fruit and Strategies to enhance farmers Income”

Rationale and Program Intent:

Arunachal Pradesh has a wide variety of horticultural produce specially Kiwi fruit that has potential markets beyond the national boundaries. There is a great opportunity for marketing the raw Kiwi fruit along with value-added products internationally. It is therefore, pertinent that an training program be designed and executed for the kiwi farmers of Ziro Arunachal Pradesh, so that they can ideate, plan and administer the right strategies and processes in enhancing the acceptance and marketability of kiwi products in the global markets. This training program designed by the faculty team of Indian Institute of Plantation Management, Bangalore (IIPMB) plans to address this issue and is designed to give insights into the forward linkages necessary to make the initiative a success.

Broad Contents of the Program

- Strategic model to Institutionalize Kiwi farmers
- SWOT analysis and value addition
- Access to finance from Govt schemes for augmenting farmers income
- Marketing Strategies and Branding of Kiwi Products
- Challenges and opportunities for exporting Kiwi fruit and value added products
- Marketing system and processing of Kiwi fruit and value added products
- Business Model to enhance farm income





Program Outcomes:

The 2-day training program for the Kiwi farmers of Ziro from Arunachal Pradesh incorporates business insights into institutionalizing and marketing of kiwi products for augmenting their income. The program envisages a four-fold advantage for the farmers:

- Enabling participants to understand the to Institutionalization process and source to finance their business for augmenting their farm income
- Getting inputs on the forward linkages associated with marketing and export kiwi fruit, and associated value-additions
- Design and develop suitable marketing and branding strategies for target customers
- Allowing farmers to work hands-on on creating an feasible business plan

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