

**Training Program on Export Management  
for  
Agri-Plantation-Horticulture Crops  
*for the*  
*Officials of the Government of Kerala*  
*at*  
*IIPM Campus, Bengaluru*  
**27<sup>th</sup> to 29<sup>th</sup> July 2022****

**Rationale and Program Intent**

Kerala has a wide variety of Agri-plantation-horticultural produce that have potential markets beyond the national boundaries. There is a great opportunity for marketing the raw produce along with value-added products internationally, for which a foreign market analysis, especially for export is required. It is, therefore, pertinent that an awareness program is designed and executed for the Government officials of Kerala involved with Agri-plantation-horticulture-based products, so that they can ideate, plan, and administer the right policies and processes in enhancing the acceptance and marketability of these products in the global markets. This training program designed by the faculty team of Indian Institute of Plantation Management, Bengaluru (IIPMB) plans to address this issue and is designed to give insights into the backward and forward linkages necessary to make the initiative a success.

**Program Design**

With that as a background, IIPMB has designed a 3-day training program for the Government officials of Kerala that incorporates business insights into managing exports and applicable management basics in the domain. The initiative envisages a four-fold advantage for the participants:

- Enabling participants to understand export management issues and motivating them to promote and facilitate exports of various horticultural crops in Kerala
- Getting inputs on the backward and forward linkages associated with export management of the horticultural crops, and associated value-additions
- Allowing participants to work hands-on on creating an export plan
- Enumeration of the policy issues relevant for opportunity exploration of Kerala's horticultural products in countries across the world.

**IIPM**



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

**WELCOMES**

*the Officials of the Government of Kerala*



to the  
Training Program on  
“Export Management for Agri-Plantation-Horticulture Crops”

*at IIPM Campus, Bengaluru.*





## THE INAUGURATION



## The Sessions





## Photo Gallery



## Photo Gallery





**Group Photo**

