

**Short Term Executive Programme on**  
**Marketing of Agricultural Commodities**

**7<sup>th</sup> to 10<sup>th</sup> February 2023**

**Sponsored by**

**ARIAS Society, Government of Assam**

*For District Agricultural Marketing Coordinators*

**Program Learning Outcome:**

Following are the major learning outcome:

- Understand the importance of giving priority to market, understand the market and carry out market led extension services.
- Acquire nuances in marketing concepts that can be disseminated to farmers to connect them with the market.
- Create the backward and market linkages required for domestic and foreign markets
- Acquire the knowledge to interact with farmer collectives and beneficiaries on market opportunities













# All about branding



## Innovative ideas in Entrepreneurship



## Sessions on QR code













## Certificate for active participation





## Glimpses of Field visit



@Sahaja Organics



packaging and storage



Organic Certification



Organic poly House





भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

## Indian Institute of Plantation Management Bengaluru

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

*Short Term Executive Programme on  
Marketing of Agricultural Commodities  
held between 7th and 10th February 2023 at IIPM Campus*



*Seating First Row (L-R) : Dr. Anjan Chakravarty; Apurba Mazumdar; Dr. Rakesh Mohan Joshi, Director, IIPMB; Dr. S. John Mano Raj, Programme Coordinator, IIPMB; Sibasish Sarma; Biman Handique.*

*Standing First Row (L-R): Sasanka Sinha; Dibyajyoti Borah; Dibakar Mohodi; Mobinul Hussain; Ankur Narayan Goswami; Saurabh Kumar Srivastava; Abdul Sukur; Satyen Talukdar;  
Dipak Kumar Biswas; Sudarsan Pratim Saikia; Anuj Pratim Gogoi.*

*Standing Second Row (L-R): Nikhil Gogoi; Jiaul Ahmed; Aravind Kumar M, IIPMB.*

## Felicitations for the best group exercise

