



## CERTIFICATE COURSE IN AGRIBUSINESS & EXPORTS MANAGEMENT

For

**DGR- Resettlement Course for Retiring/ Retired Officers : Training Year 2023 - 24**

Duration : 24 Weeks  
Five Days in a Week

Commencing from August 2023 (tentatively)  
4 Sessions per Day, Each session 1hr 30 min.

### About the program

India has a wide variety of agricultural and horticultural produce that have potential markets in many countries across the globe, especially in light of the emerging food preferences across the world. Several initiatives have been taken by both Central Government and respective State Governments to tap the enormous potential of this industry by encouraging start-ups and MSMEs investing in processing and value addition and exports of differentiated and branded products and ensuring better income and remunerative prices to producers. To leverage these emerging opportunities, India requires motivated leaders who are formally trained on agribusiness & exports management, which will enable in strengthening the export performance of agri food products.

### IIPM Mission

Since its inception in 1993, IIPM's mission has empowered the Indian youth as employable professionals and competent entrepreneurs, who have facilitated corporate and enterprise development in agriculture, plantations, horticulture, and allied (APHA) sectors. With its continuing association with the Government bodies, Commodity Boards of India, and 400+ private industry partners, IIPM has created 47,000+ trained manpower supported by its multi-disciplinary faculty team with 100+man years of professional experience. IIPM's interventions are delivered through long and short-duration programs that include managerial, operational, policy, and research-related dimensions. What makes these programs distinctive is the approach used by IIPM to curate the content in a manner that has the potential to benefit society at large

### For Whom

The programme is primarily designed for the ex-servicemen and retiring service personnel for their re-settlement in civil life. Employment oriented training programme for serving armed forces personnel (officers and personnel below officers rank), ex-servicemen, and widows / wards of deceased personnel to enhance their qualifications and enable them to seek suitable second career / employment after retirement.

### Pedagogy

- Classroom sessions
- Group exercises, Facilitated discussions, Case analysis, experiential learning through field visits

- Live interactive experience sharing talks with practitioners /exporters / FPOs/ entrepreneurs to make the sessions more of experiential learning.

### Modules and Credit Distribution

An indicative list of modules and the major focus of each is listed below:

#### Part I : 11 Weeks

Module No.	Module Title
1	Over view of Agri Exports Business & Economic Environment
2	Export Marketing
3	Financial Management
4	Marketing Plan & Branding Strategies
5	Global Human Resource Management
6	Analytics for Export Business
7	Skill Development 1 : Resume writing, Soft Skill for leadership

#### Part II : 1 Week

Experiential Learning Component I	Exposure Visit :Exposure visit to various Food/ Agri units in Export Business in South India
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#### Part III : 11 Weeks

Module No.	Title
1	Export Centric Production
2	Retail Management & Sales Promotion
3	Logistics & Global SCM
4	Export Finance & Risk Management
5	International Trade Facilitation & Documentation
6	International Entrepreneurial Opportunities &Export Business Model in Agri-food
7	Skill Development 2 Workshop on Business Model Development

#### Part IV : 1 Week

Experiential Learning Component II	Exposure Visit :Exposure visit to various Food/ Agri units in Export Business in South India
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