



# CERTIFICATE COURSE IN AGRIBUSINESS & EXPORTS MANAGEMENT

For

**Retiring / Retired Officers under  
Director General for Resettlement**



**Duration : 24 Weeks** | Commencing from 4th September 2023 (tentatively)  
**Five Days in a Week** | 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 49,000+ 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

<b>Experiential Learning Component I</b>	<b>Exposure Visit :</b> 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

<b>Experiential Learning Component II</b>	<b>Exposure Visit :</b> Exposure visit to various Food/ Agri units in Export Business in South India
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## Certificate

On successful completion of the programme participants will be awarded with a "Certificate Course in Agribusiness & Exports Management".

## Program Charges

Sponsored by Ministry of Defence



## About the Institute

IIPM Bengaluru was established in November 1993 by the Ministry of Commerce & Industry (MoC&I), Government of India, as an autonomous educational institute of higher learning. During the initial years, the institute closely worked with the plantation industry and Commodity Boards of India (CBI) for the development of the Agri-plantation sector. IIPM conducted industry need-based short-duration capacity building and training programs for the stakeholders of the Agri-plantation sector that included planters, corporate managers, executive members of planter associations, small and medium entrepreneurs, officials, and scientists of the CBI, Ministries of Government of India, and officials of the State Development departments. As of March 2023, the Institute has organized 888 management development programmes benefitting 25902 stakeholders. The plantation industry has rated IIPM training programmes at 4.2 (very good category) on a five point rating scale. Overall, the Institute has organized capacity development programmes for more than 49,000 stakeholders including the student community.



## How to Apply

The selection is made by the Director General of Resettlement (DGR) India based on the applications received directly by them.

**TO REGISTER IN THE PROGRAMME PLEASE CONTACT :**

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