



IIPM

भारतीय वागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

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

# Online Training Program on Effective Marketing for Agri and Allied Products Through Digital Marketing

for the Officers of Agri and Allied Sector | March 28-30, 2024



## ABOUT THE PROGRAMME

Even after 70 years of Independence, they are not able to get quality, timely and cost effective inputs and sell their surplus produce with remunerative prices. So there is plenty of distress sales among farmers in the country. In this scenario digital marketing strategies are the perfect blend for reaching at the door steps of our farmers and consumers. The present globalized market scenario, farmers need to transform themselves from mere producer-seller in the domestic market to producer cum seller in the wider markets to get good returns on their investments, risk and efforts. Earlier practices helped to improve agriculture production over the years, but it has been a constant challenge to provide a market and get fair prices to their produce. Thus, there is a need to employ modern marketing techniques in agriculture sector. Lack of awareness, knowledge and perception of the farmers that non-digital techniques are more fruitful to market their produce. However, the Government of India has taken up several initiatives, the most significant is the “Digital India Movement” 2015, which is aimed at transforming rural India into a digitally powered economy.

This program also strives to increase digital literacy and the adoption of digital services. Applications are developed by the government as well as individuals to educate farmers regarding best farming practices, crop care, and weather forecast etc., but not on marketing.

## FOR WHOM

The programme is primarily designed for the Agricultural, Horticultural departments, who involved in the direct contact with the producers, who are responsible to engage the farmer/producers generate the leads and connect the market in the agricultural produce. Suitable for

- Government officials of Agricultural and horticultural departments in extension role
- Working professionals in the agribusiness
- Young professionals looking for their career in sales and marketing



## PROGRAM LEARNING OUTCOMES

After attending the 3 day program, the participants will:

Understand the role of emerging technologies in the agricultural marketing

Analyse the changing markets, preferences and behaviors of the consumers markets

Enable to develop and adopt suitable marketing activities for their produce

Develop suitable marketing plans to sell their produce across the global market

Enhance your knowledge and skills required for marketing of agricultural produce with remunerative prices.

## PEDAGOGY

- Lectures through power-point presentations
- Group exercises, discussions, case analysis
- Experience sharing talks with Practitioners

## TRAINING MODULES & COVERAGE

- Marketing and selling basics and differences, challenges
- Marketing scanning and analysis for selection of potential markets
- Mobile Apps in Promotion of Agricultural Marketing
- Remote Sensing- GIS and GPS with Special Focus on Marketing and Insurance in Agriculture and Allied Sectors
- Role of e-NAM in Promotion of Agriculture Marketing
- Digital Marketing Strategies for Export of Agriculture and Allied Products
- Block Chain Technology Management in Agriculture and Allied Sectors- An Advance IOT initiatives
- IT enabled Marketing for Effective Market led extension in Agriculture and Allied Sectors
- Innovations and Strategies for Promotion of Digital Marketing in Agriculture and Allied Sectors
- Existing Developmental Programmes and Schemes of State and Central Government for Agricultural Marketing

## SCHEDULE

The programme will be conducted via an online platform in 100% live sessions through direct-to-device mode {D2D}. There is no classroom nor any on-campus sessions in this programme.

### Session Days & Timings: (as per IST)

Thursday	Friday	Saturday
6:00 PM – 9:00 PM	6:00 PM – 9:00 PM	10:00 AM – 1:00 PM

## THE COURSE FEE

Rs. 4999+18% GST- it includes Institutional fee, reading material and program expenses

## HOW TO APPLY

Kindly visit our website [www.iipmb.edu.in](http://www.iipmb.edu.in) for more information

Filled-up forms to be sent to; [mdp@iipmb.edu.in](mailto:mdp@iipmb.edu.in)

Click the link or scan the QR code for payment

<https://portal.vmedulife.com/public/admission/#!/form/iipmb-bengaluru/MjQ0NA==>



Alternatively, you can also make NEFT to this account:

Bank Name: Punjab National Bank Bank Branch: IIPM Campus Branch, Bangalore Account Number: 1586050000611 IFSC Code : PUNB0158620 (Fifth character "0" read as Zero) Swift Code: PUNBINBBPHM , MICR NO: 560024073

## FOR MORE DETAILS CONTACT

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## PROGRAMME COORDINATOR

Nabirasool.d holds UGC –PDF in Entrepreneurship, Ph.D in Marketing, MA in Economics and MBA in Marketing. Currently serving as Faculty and Livelihood Business Incubation coordinator, having 16 years of Post Graduate teaching with a blend of administrative and industry experience through organizing MDPs, conducting training and research. Designed and conducted several training programs in the are of Marketing, Export Management and Economics. Conducted Faculty development programs and organized national and international seminars.

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