



IIPM



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

HANDS-ON TRAINING FOR AGRICULTURAL PRODUCE EXPORT MANAGEMENT (APEM)



Three-day on-campus MDP
March 13 - 15, 2024
IIPM Bengaluru

ABOUT THE PROGRAMME

India has production of wide variety of agricultural and horticultural produce that have huge potential markets in many countries, especially in light of the emerging health conscious community across the globe. At present the export potential is not converted economically by the Indian agricultural producers. In order to capture the opportunities in the global agricultural export markets, IIPM is offering an export-oriented training program for the budding and aspiring exporters with the following objectives:

- Enhancement of knowledge on the Agricultural Produce Export Management (APEM) fundamentals
- Familiarizing export operations and procedures for agricultural and allied produce
- Developing strategies for enhancing the marketability of the Indian agricultural produce in the global markets
- Facilitating to learn the required quality and packaging standards for the global market
- Enabling participants to work hands-on creating a global Agricultural Business plan

FOR WHOM

The programme is primarily designed for the professionals involved in Export of Agricultural products, start-ups, budding exporters and freshers who are interested to start agri-export business

Suitable for:

- International Marketing & Brand Managers
- Working professionals in agri-start-ups aiming for exports
- Prospective farmer-preneurs intending to export branded Agri. / Horticulture Products
- Government officials of Agri. / Horticulture marketing departments
- Office Bearers / CEOs of FPOs / FPCs
- Young academicians / researchers in the field of International Agribusiness, Marketing & Branding



PROGRAM LEARNING OUTCOME

After attending the 3-day program, the participants will be able to:

- Learn Export Management of Agricultural products
- Assess export opportunities for India's Agri and Horticultural Products in the foreign market
- Familiarize the tools and techniques for market identification and strategy development
- Create an Export Enterprise
- Development of global business plan for the Export of Agri and Horticultural produce

PEDAGOGY

- Lectures through Power-Point Presentations
- Group exercises, Facilitated discussions, Case analysis
- Live interactive experience sharing talks with Practitioners

TRAINING MODULES & COVERAGE

Date	Prelim Session 9.30-10.00 am	Session I 10.00-11.15 am	Session II 11.30 am-12.45 pm	Session III 2.00-3.15 pm	Session IV 3.30-4.45 pm
Day 1 13.03.2024	Inauguration & Program Brief	Understanding Export Management of Agri-Business	Creating an Export Firm and Market Identification for Agri and Horticulture Produce in Global Markets	Familiarizing Export Operations & Procedures	
Day 2 14.03.2024	Assessment of Export Opportunities for India's Agri and Horticulture Produce in Global Markets		Marketing, Branding and Export of Agricultural produce	Quality and Packaging standards for Agricultural Exports	
Day 3 15.03.2024	Highlights of Agri-Export Policy and Government Schemes		Experiential Learning from Exporters	Development of Action Plan for Agricultural Exports	Group presentation by Participants & Valedictory

THE COURSE FEE

Rs.19,500 + 18% GST-

- Reading material, Programme Kit, Lunch, tea and snacks during programme days will be provided.
- The programme is Non-residential.

FOR MORE DETAILS

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PROGRAMME DIRECTOR

Dr. K. Venkateswaran

Associate Professor

Dr. K. Venkateswaran holds a Ph.D. (Doctor of Philosophy) in Management Sciences, M. Phil (Masters of Philosophy) in Entrepreneurship and MBA (Master's degree) in Business Administration. He has more than 24 years of experience in industry and academic fields specifically in Export and Import of agricultural products. He has good communication, conceptual, analytical and interpersonal skills. He has conducted several Training programs for industry professionals and has undertaken research work especially in the international business, agribusiness and plantation sector. Currently he is an Associate Professor in the Indian Institute of Plantation Management, an autonomous organization of Ministry of Commerce and Industry, Government of India.

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For Registration & Payment, Click the Link or Scan QR Code

