



IIPM

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

NEW VENTURE CREATION IN AGRI & FOOD BUSINESSES

(Focus: Banana, Moringa, Tomato Based Products)

Three days Residential Programme 16th – 18th April, 2024
ICI Campus, Tirupati- Andhra Pradesh



ABOUT THE PROGRAMME

Embark on a transformative journey into the realm of entrepreneurial success with our exclusive 3-day training programme on New Ventures Creation for Agri & Food Business, are you an aspiring entrepreneur eager to carve your niche in the dynamic world of food business? Look no further! Join us for an immersive experience where innovation meets opportunity. Over three days, you will unlock the secrets of creating a thriving agri and food business enterprise, equipping you with the knowledge and skills needed to turn your passion into a profitable venture. Delve into the intricacies of market trends, cutting-edge technologies, and sustainable practices that will set your food business apart. Don't miss this chance to network with industry experts, gain invaluable insights, and ignite the spark that will propel your entrepreneurial journey to new heights. Seize the opportunity, and let the aroma of success waft through your dreams!

FOR WHOM

- Aspiring entrepreneurs who wants to create new businesses in Tomato, Moringa, and Banana Based Products
- Existing Business in Agri- Food Sector looking to expand their business verticals.
- Investors exploring New Business Opportunities
- Progressive Farmers, CEOs of FPOs / FPCs, Budding Entrepreneurs
- Working professionals in agri-start-ups
- Others interested persons.

VENUE

Indian Culinary Institute Campus, Tirupati, Andhra Pradesh-517526

PROGRAM LEARNING OUTCOME

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

1. Acquire entrepreneurial mindset and competencies to new business creation.
2. Analyze the market environment, master idea generation process, and convert idea to business.
3. Understand Legal Aspects and Registration Procedures for New Business.
4. Learn New Product Development from Banana, Moringa, and Tomato.
5. Understand Technical Dimensions, Technical Processes and Production Plan
6. Learn about Government Schemes and Support Mechanisms for Investment Planning
7. Learn the branding and marketing strategies for profitable businesses.
8. Develop Bankable Business Plan for a new venture.

PEDAGOGY

- Live interactive sessions and hands on training with expert
- Experience sharing talks with Practitioners and experiential learning
- Live practical demo on innovative product development
- Group exercises, facilitated discussions, case analysis

TRAINING MODULES & COVERAGE

Module 1 Entrepreneurship

Module 2 Managerial Skills for New Business Creation

Module 3 New Product Development

Module 4 Support Systems, Marketing, and Investment Plan

RESOURCE PERSONS

Practitioners, Successful Entrepreneurs, Subject Experts.

PROGRAMME FEE

INR 15000 + 18% GST (Total INR 17,700). First come first serve basis, restricted to 25 participants. The programme fee includes Programme Kit, Entry to All Sessions of Programme Days, Double Occupancy AC Accommodation for 2 nights with Veg & Non-Veg 3 Meals and 2 Snacks on programme days.

Participants shall be provided a certificate of participation.

FOR MORE DETAILS

MDP Office, E mail: mdp.iipmb@gmail.com, Phone: 080-23211716 www.iipmb.edu.in

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

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



Coordinators

1. Dr. C.K. Reddy

Assistant Professor in the area of Nutrition and Technology at Indian Institute of Plantation Management. His primary area of interest lies in institutional Food Product Development with a focus on present need in food industry, Futuristic research and development. In the field of food technology, his work explores the need of innovations on NPD. Four patents (Granted) of his innovations in this area has been published in The Indian Patent Journal.

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2. Dr. Dinesh Jain:

Associate Professor in area Agri Entrepreneurship and Strategy. Holds a Doctorate (FPM) from Indian Institute of Management Ahmedabad (IIMA), and MBA in Agribusiness Management with over 16 years work experience in areas of Entrepreneurship & Skill Development, Agribusiness Management, Rural Finance and Economic Development. etc. He has undertaken several research projects from different sponsoring agencies including ACIAR, FAO- UN, IFPRI, ADB, GDN-World Bank, SIDBI, and Ministry of Agriculture and Farmer Welfare, as well as Ministry of MSME, GOI .

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3. Prof. A.N. Vijayakumar:

Professor in the area of Finance & Accounting at IIPMB. He was a former faculty member at The Institute of Chartered Accountants of India, New Delhi. His core areas are Financial Management, Financial reporting & Governance, Price Risk Management and Derivatives, Agri-preneurship, FPO, augmenting farmers income etc. He has also organized Trainings, Workshops and Management Development Programs for aspiring entrepreneurs, traders, FPO members and Government Officials.

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About IIPMB

IPM 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.

