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

# PRODUCT & BRAND MANAGEMENT FOR AGRI-INPUT MARKETING IN DIGITAL ERA



Three-day on-campus MDP | June 13 - 15, 2024 | IIPM Bengaluru  
Indian Institute of Plantation Management, Bengaluru  
Jnana Bharathi Campus, P.O. Malathalli,  
Bengaluru - 560056



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## ABOUT THE PROGRAM

Agriculture has been the backbone of the India' economic system. Agricultural inputs and related services are the basic requirements for agricultural sector to meet the growing requirements of right food supply with the growth of population. Raising the productivity of the crops, vegetables, and livestock depends on the quality farm inputs such as seeds, fertilizers, chemicals, implements, etc. and services such as credits, insurance, consultancy, etc. demands for an efficient delivery system for agricultural inputs and services. Rapid growth in demand for the agricultural inputs, coupled with the growing competition, changes in the profile of farmers and their bargaining power has resulted into the need for being innovative in marketing of inputs. Moreover, the digital revolution has put the product & brand managers to re-visit the way their product/brand has been communicated and promoted among the target market. Therefore, it has become essential for the team involved in managing the product and brand to enhance their knowledge and skills to build their career and growth and performance of their organization at large.

## FOR WHOM

The program is primarily designed for the middle and senior level managers involved in Marketing of Agricultural inputs, who are responsible for business development, territory management.

### Suitable for:

- Product & Brand Managers of agri-input companies
- Sales Team of agri-input companies
- Working professionals in agri- input start-ups
- Government officials of Agri. / Horticulture departments in Extension role
- Young professionals looking for their career in Product & Brand Management roles



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## PROGRAM LEARNING OUTCOME

After attending the 3-day program, the participants will:

- Understand the need, importance and benefits of branding agri-inputs in the emerging markets
- Acquire nuances in branding concepts, all possible elements that can be used to differentiate your product from your competitors, create an identity and brand image
- Analyse the changing markets, behaviour of farmers, distributors, and the technology that compels for professionalism and new skill sets for product and brand management
- Enable to adopt and apply the knowledge to develop suitable product and brand strategy for demand generation using digital tools
- Evaluate the effectiveness of applied tools for managing product & brand

## PEDAGOGY

- Lectures through Power-Point Presentations
- Group exercises, Facilitated discussions, Case analysis
- Experience sharing talks with Practitioners /Brand Managers.

## TRAINING MODULES & COVERAGE

- Concepts and importance of assessing the performance of existing product & managing it across the life cycle.
- New product development, launching & managing farmers resistance
- Importance of branding and Understanding farmers' behaviour for brand promotion
- Branding Elements for differentiating, creating brand identity and brand loyalty
- Brand Promotion: Push vs Pull, BTL vs ATL
- Building a brand culture among Sales/Marketing Team for Internal Branding.
- Brand Building Principles
- Digital Marketing tools & Social Media for Brand Promotion



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## THE COURSE FEE

Rs. 9750 + 18% GST - it includes Institutional fee, Reading material, Program Kit, Lunch, tea and snacks during program days. The program is non-residential. Limited accommodation available on twin sharing and on first come first serve basis.

For Registration & Payment, Click the Link or Scan QR Code or use our bank details:

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



Scan QR Code

## FOR CORPORATE REGISTRATION:

Kindly fill the nomination form and make payment to the following account;

**MODE OF FEE PAYMENT: THROUGH NEFT**

**BANK NAME: PUNJAB NATIONAL BANK**

**BANK BRANCH: IIPM CAMPUS BRANCH, BENGALURU**

**A/C NO: 1586050000611**

**(FIFTH CHARACTER "0" READ AS ZERO)**

**IFSC CODE: PUNB0158620**

**SWIFT : PUNBINBBPHM**

**MICR NO : 560024073**



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## PROGRAM DIRECTOR

**John Mano Raj. S** holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 30 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programs for the Marketing & Sales Team of agri-input companies on Sales Effectiveness, Territory Management, Channel Management, etc. Few corporate benefited out of MDP includes - Coromandel, Parry Agro, Indo American Hybrid Seeds, Rasi Seeds, Shriram Bio Seeds, KASMB, ARIAS - World Bank project- Assam, Andrew Yule Tea Co., Tata Coffee Ltd., Amalgamated Plantations Pvt. Ltd., Kannan Devan Hill Plantations, etc. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of “branding of agricultural commodities” Published several research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on “Branding of Green Tea Leaves: A Disruptive Innovation” selected for presentation and presented at The World Bank, Washington DC, USA.

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**LEADERSHIP FOR TOMORROW**



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## NOMINATION FORM

Name of Organization :

Address for Communication :

Number of Nominations :

Details of Nominations :

Sl. No.	Name	Designation	Mobile No.	Email
1				
2				
3				
4				
5				

Signature