



IIPM



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

ABOUT THE PROGRAM

India is the world's largest spice producer and also the largest consumer and exporter of spices. The most produced and exported spices are pepper, cardamom, chilli, ginger, turmeric, coriander, cumin, celery, fennel, fenugreek, garlic, nutmeg & mace, curry powder, spice oils and oleoresins. The export of chilli, ginger, cardamom (small & large), coriander, turmeric, celery, cumin, fennel, fenugreek, other seeds such as ajwain seed, mustard, aniseed, nutmeg & mace; other spices such as asafoetida, tamarind, etc., expanded both in value and volume over the years. The major share of these products are traded in bulk and unbranded. This leads to a 'value trap' down-stream in the supply chain, making the marketing less efficient. Moreover, the growing global population, growth in retail sector, digital revolution and the shift in consumption pattern opens up new opportunities for marketers, and agribusiness professionals to market differentiated and branded one. To remain competitive in this global scenario, and digitalization, it is inevitable for the product and brand managers to be innovative in their marketing practices in general and branding exercise in particular. This programme will enable to explore possible ways of branding and promotion of spices and its value added products, keep the brand live, build and manage across the value chain.

TARGET AUDIENCE

- Prospective Entrepreneurs intending to Export Spice Products
- Working professionals in spice-start-ups aiming for spice exports
- Government officials of spice marketing departments
- Office Bearers / CEOs of FPOs / FPCs related Spices
- Aspiring youth with strong interests in spice-start-ups aiming for spice exports

PEDAGOGY

- Blend of case discussions, panel interactions, games, group presentations, exposure visits, and insights from practitioners/successful entrepreneurs for real-world readiness.





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TRAINING MODULES & COVERAGE

- Spice industry trends and opportunities
- Fundamentals of procurement, processing, and exporting.
- Practical techniques: cleaning, grading, small-scale processing (Visit to IIPMB labs)
- Value chain Mapping and Gap identification
- Overview of export quality parameters and certifications
- Essentials of creating a unique brand identity.
- Cost-effective packaging ideas and hands-on design of spice packages and labels.
- Digital marketing and e-commerce strategies
- Export market entry plan: Researching export markets and selecting target countries
- Step-by-step guide to export documentation
- Export business planning: Cost estimation, pricing strategies, financing option
- Business Idea Pitching

THE COURSE FEE

Rs.12,500 + 18% GST - it includes Institutional fee, Reading material, Programme Kit, Lunch, tea and snacks during programme days and the programme is Non-residential.

FOR MORE DETAILS CONTACT

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

Registration link:

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

Bank Name: Punjab National Bank

Bank Branch: IIPM Campus Branch, Bengaluru

A/c No: 1586050000611

IFSC Code: PUNB0158620, (Fifth character "0" read as Zero)

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