

**Online – Professional Certification Programme (e-PCP)
On
Agri Export Venture Creation and Management**

Six Month | Blended Learning | August 2025-January, 2026



Programme Overview

The global agricultural export market is a dynamic and rapidly evolving sector, presenting immense opportunities for entrepreneurs, investors, and professionals alike. Agriculture remains a cornerstone of the global economy, and as the world becomes increasingly interconnected, the demand for quality agricultural products continues to grow. However, the path to success in agri-export ventures is complex and requires a deep understanding of international trade, sustainability practices, regulatory frameworks, and the evolving needs of global consumers.

In recent years, there is rapid growth of digital platforms and evolving trade agreements have made it easier for businesses to enter the international export space. This shift provides an exciting opportunity for both established industry leaders and newcomers to tap into markets that were previously difficult to access. Also, there has been a significant shift in consumer preferences towards sustainable, organic, and ethically sourced products. This trend has opened up new market opportunities, especially for businesses that are committed to sustainability and responsible practices. However, navigating the global agri-export market requires more than just passion—it demands specialized knowledge, strategic planning, and the ability to build and scale ventures that align with both market trends and global demands.

The **Agri-Export Venture Program** was developed to address these challenges. Our program aims to bridge the knowledge gap and equip individuals with the skills, tools, and strategic insights necessary to create, manage, and scale successful agri-export businesses. By combining practical knowledge with industry insights and a focus on sustainability, the Agri-Export Venture Program will empower participants to lead with impact, create value-driven businesses, and capitalize on the growing demand for high-quality, ethically sourced agricultural products. The program's goal is to foster the next generation of agri-export professionals and leaders, who will not only drive business growth but also contribute positively to global trade and sustainable practices in agriculture.

ABOUT IIPM

IIPM 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. It is co-promoted by the Commodity Boards of India, viz., Coffee Board, Rubber Board, Tea Board, Spices Board and Plantation Industry Associations. 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.

FOR WHOM

- **Aspiring Agri Export-Driven Entrepreneurs:** Individuals interested in launching their own agri-export ventures and tapping into global agricultural markets.
- **Corporate Executives and Senior Managers:** Professionals seeking to advance their careers by expanding their organizations into the agri-export sector.
- **Mid-Career Professionals:** Those looking to transition into agri-export businesses, utilizing their industry experience to develop sustainable agricultural ventures.
- **Investors and Venture Capitalists:** Investors looking to identify and support high-growth agri-export businesses, especially those focused on sustainability and global expansion.
- **Consultants and Advisors in the Export Ecosystem:** Professionals aiming to deepen their knowledge of agri-export management, sustainability, and trade practices in the agricultural sector.

PROGRAM CONTENT:

- Introduction to the global agricultural export sector
 - Key markets and demand trends for agricultural products
 - Global trade regulations and policies impacting agri-exports
 - Overview of sustainability and ethical sourcing in agri-export
 - Consumer behavior trends in global agricultural markets
 - Major players and stakeholders in the agri-export ecosystem

Module 1: Overview of the Global Agri-Export Market



- Steps to launching an agri-export business
 - Business planning and financial forecasting for export ventures
 - Legal and regulatory considerations for international trade
 - Identifying suppliers, establishing contracts, and quality control
 - Logistics, shipping, and distribution networks for global markets
 - Risk management and insurance in international trade

Module 2: Setting Up an Agri Export Venture



- Importance of sustainability in the agri-export sector
 - Sustainable sourcing, production, and packaging practices
 - Certification requirements (organic, fair trade, etc.)
 - Managing environmental impact in the export process
 - Ethical considerations and corporate social responsibility (CSR)
 - Consumer demand for sustainable and ethical products

Module 3: India's Agri export Competitiveness : Opportunities for Agri exports



- Business Model Development
- Attracting investment for agri-export ventures
 - Financial modeling and valuation of export businesses
 - Identifying growth opportunities in emerging markets
 - Strategies for scaling and expanding international reach
 - Building investor relations and pitching for funding
 - Managing business growth and operational challenges

Module 4: Creating Business Model and Attract Investmentss



- Essential export documentation (commercial invoices, packing lists, etc.)
 - Customs clearance and trade compliance
 - Phytosanitary regulations and certification for agricultural products
 - Understanding international trade agreements and tariffs
 - Export financing options and payment terms (letters of credit, etc.)

Module 5: Navigating International Trade and Export Documentation



- Market research and identifying target export markets
 - Developing an export marketing and sales strategy
 - Digital marketing and e-commerce platforms for agri-products
 - Building and maintaining relationships with international distributors
 - Negotiating pricing, contracts, and distribution agreements
 - Trade shows, exhibitions, and networking opportunities

Module 6: Meeting Customer Needs, Preferences, and Compliances of Agri Export Market



Capstone Project: Agri Export Business Plan & Expert Pitch

- A) Identification of Agri export Enterprise (Submission 1)
- B) Identification of Financially Viable Scale and Business Model (Submission 2)
- C) Mapping Agri Product with Target market Preferences and Compliances (Submission 3)
- D) Preparation of Exports Documentation and preparing for International Contract Documentation (Submission 4)

PEDAGOGY AND PROGRAM DURATION

- **Mode of Learning: Blended Learning Format**
 - **Online Learning:** Flexible online sessions that can be accessed remotely, allowing you to learn at your own pace.
 - **In-Person Workshop:** One hands-on workshop focused on Business Model Development and Opportunity Validation, offering direct interaction with experts and peers to refine your business ideas.
- **Learning Methodologies:**
 - Live online lectures through PowerPoint presentations
 - Group exercises, facilitated discussions, role plays, case analysis
 - Experience-sharing talks with practitioners from various agri-input companies
 - On-campus visit and interaction with senior faculty
- **Program Duration:** 6 months from August 2025 to January 2026
 - **Online Learning:** 24 online sessions, each lasting 90 minutes (approximately 1.5-3 hours per week)
 - **On-Campus Exposure:** 1 in-person workshop on campus (1 day)
- **Weekly Commitment:**
 - **Online Learning:** Approximately 1.5-3 hours per week, which includes interactive online sessions
 - **Self learning:** Reading materials, and assignments- 5-6 hours per week
 - **Capstone Project:** Dedicated time for practical work on your final project.
- **Mentoring and Handholding:**
 - **Mentoring Period:** From August 2025 to January 2026
 - **Support:** Continuous guidance from mentors throughout the program, helping you navigate challenges, refine your business ideas, and provide feedback on your progress. Faculty mentors would be assigned to each participant to help continuous learning and handhold for capstone project and assignments.

This balanced structure ensures a combination of flexible online learning, practical in-person experience, and personalized mentorship, allowing you to apply your knowledge effectively and achieve your business goals.

PROGRAMME LEARNING OUTCOMES- KEY TAKEAWAYS



CERTIFICATE

After the successful completion of the programme and assessment test, the participants will be awarded with a certificate of “**Online Professional Certificate Program (ePCP) in Agri Startup and Venture Creation**”.

THE COURSE FEE

INR 40,000/- + 18 % GST. It includes 1) Reading material, 2) Programme Kit, 3) Resource person/faculty fee, 4) Mentoring and handholding, and 5) Lunch and tea/snacks during on-campus sessions.

PAYMENT MODE

NEFT/RTGS/Internet Banking/UPI

BANK DETAILS FOR PAYMENT:

Bank Name: Punjab National Bank
Bank Branch: IIPM Campus Branch, Bangalore Account
Number: 1586050000611
IFSC Code: PUNB015862
0 (Fifth character "0" read as Zero)
Swift Code: PUNBINBBPHM, MICR NO: 560024073

Particulars	Last date for submission of application	Amount (Rs.)
Registration & First Instalment (60%)	on or before 12th August 2025	24,000/- + GST
Second Instalment (30%)	on or before 30th September, 2025	12,000/- + GST
Third Instalment (10%)	on or before 30th December 2025	4,000/- + GST



HOW TO APPLY

Kindly visit our website www.iipmb.edu.in for application form or for registration and payment

Click the link or scan QR code to fill the form

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

Filled-up forms to be sent to; mdp@iipmb.edu.in

FOR MORE DETAILS CONTACT

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

- Last date for submitting filled in application: 12th July 2025
- Selection Process: On the basis of Academic Credit & Online Interview

PROGRAM DIRECTOR

Dr. Dinesh Jain is an academic currently serving as an Associate Professor at the Indian Institute of Plantation Management Bengaluru (IIPMB), specializing in Agri-Entrepreneurship, Strategy, and General Management. He holds a background in Agriculture Engineering, a Doctorate (FPM) in Agriculture from the Indian Institute of Management Ahmedabad (IIM-A), and an MBA in Agribusiness Management. With over 17 years of diverse experience in both academia and research, Dr. Jain has served as a full-time faculty member at the National Institute of Bank Management (NIBM) in Agri and Rural Finance and the Entrepreneurship Development Institute of India (EDII) as Economic and Entrepreneurship Area. He has also contributed to institutions like IIM Indore, IIM Shillong, IRMA, and NIAM, teaching courses on Microfinance, Agro-based Entrepreneurship, Agribusiness Management, and Economics. As a researcher at IIM Ahmedabad, he has worked on projects funded by IFPRI, ACIAR, ADB, and the Ministry of Agriculture & Farmers Welfare, Government of India. A passionate educator and academic manager, Dr. Jain has led numerous training programs, research projects, workshops, and conferences, benefiting corporates, bankers, government officials, faculty, and aspiring entrepreneurs. He is also an active mentor and jury member for various entrepreneurship initiatives and business plan competitions, driving innovation and supporting emerging businesses.

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