

Setting Up and Managing a Successful Spice Business: From Idea to Bankable Business Plan (Hybrid)

August 18th -20th, 2025

Program Coordinator: Dr. Dinesh Jain



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)

ABOUT THE PROGRAM

India is one of the largest producers and exporters of spices, accounting for approximately 75% of global spice production and exporting to more than 180 countries. The global spice trade is witnessing steady growth, driven by rising consumer demand for natural flavors, health-based food products, and ethnic cuisine. The increasing preference for branded, high-quality, and value-added spice products in international markets opens up significant opportunities for Indian entrepreneurs, startups, and agribusiness professionals to establish profitable export-oriented ventures.

However, succeeding in the spice export business is not simply about having access to raw materials. It requires a deep understanding of global market dynamics, value addition technologies, international quality and safety standards, certification requirements, and logistics and documentation protocols. Moreover, entrepreneurs must be equipped to develop competitive branding and digital marketing strategies, as well as build bankable business plans that attract institutional finance and investors.

This intensive three-day programme is designed to guide participants through every stage of the business development cycle—from identifying an idea to launching a fully compliant, fundable, and scalable export business. Participants will gain insights into the spice export ecosystem, including technical processing, marketing, supply chain management, and accessing government support schemes and incentives.

Delivered by domain experts and supported by real-world examples, live interactions, and business planning tools, the programme offers practical and actionable learning. It is ideal for those looking to enter the spice export industry, scale existing businesses, or diversify into global markets with a structured and sustainable business model. By the end of the programme, participants will be equipped to confidently navigate the path from concept to commercialization in the global spice trade.

PROGRAM OBJECTIVES

- To foster entrepreneurial thinking and business planning in the spice export domain
- To educate participants on export-related compliance, quality standards, and market access
- To provide insights into branding, marketing communications, and value addition
- To help participants develop a structured and fundable business plan for spice exports

BENEFITS OF THE PROGRAM

- Learn from domain experts and policy professionals
- Understand end-to-end export process including documentation, compliance, and certifications
- Gain insights into global spice trade and India's export capabilities
- Capstone action plan for tangible, short-term enterprise formation

CONTENTS

Entrepreneurial Mindset and Motivation for Spice-Based Business	
Unlocking the World of Spices: Insight into Global Trade and India's Export Potential	
Export-Driven Production and Business Essentials	
Value Addition, Processing, and Quality Control for Spice Exports	
Packaging and Labelling for Global Markets	
Compliance Requirements for Domestic and Export Markets	
Regulatory Framework and Role of FSSAI in Spice Exports	
Export Procedures and Operational Guidelines for Indian Spices	
Marketing and Branding for Spice Export Business	
Schemes and Institutional Support for Spice Exporters	
Business Model and Export Plan Development (Interactive Session)	
My 90-Day Action Plan (Interactive Session)	

PEDAGOGY

- Expert-led interactive sessions
- Case studies and industry examples
- Group exercises and hands-on planning
- One-on-one mentoring and feedback on business plans
- Resource sharing and networking

WHO SHOULD ATTEND

- Aspiring and new spice entrepreneurs
- Exporters and agro-processing professionals
- FPOs, SHGs, and cooperative leaders
- Students, researchers, and agribusiness professionals
- Consultants and development professionals working in export or value chains

PROGRAM FEE

- Offline: INR 10,000/-+GST
- Online: INR 9,000/- +GST

PROGRAM COORDINATOR

Dr. Dinesh Jain is an Associate Professor at the Indian Institute of Plantation Management, Bengaluru (IIPMB), specializing in Agri-Entrepreneurship, Strategy, and General Management. He holds a Doctorate (FPM) in Food and Agribusiness Management from the Indian Institute of Management Ahmedabad (IIM-A). With over 17 years of academic experience, Dr. Jain has served at renowned institutions including the Entrepreneurship Development Institute of India (EDII) and the National Institute of Bank Management (NIBM), Pune. He has successfully conceptualized and led numerous training programmes, workshops, and conferences for bankers, government officials, faculty members, and students. These include both open and sponsored programmes supported by agencies such as NAHEP (GoI), AICTE, Spice Board, APART (GoI), and others similar sponsoring agency. His core areas of expertise include Agri-Entrepreneurship, spice export management, agri export supply chains, agri export venture creation, project finance, credit and banking, and leadership development.

HOW TO APPLY

Kindly visit our website www.iipmb.edu.in for more information

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

For Registration and payment, click the link or Scan QR Code below

<https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/NDQ5MQ==>



OR

NEFT to this account

Bank Name: Punjab National Bank
Bank Branch: IIPM Campus Branch,
Bangalore Account Number:
1586050000611
IFSC Code: PUNB0158620 (Fifth
character “0” read as Zero)
Swift Code: PUNBINBBPHM,
MICR NO: 560024073

For More Details Contact

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Last Date to Confirm Participation: 3rd August, 2025

