



# Agricultural Input Marketing

January 5-11, 2015

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## Objectives

This programme provides the participants with an overview of principal concepts and tools of contemporary marketing management of agricultural inputs from market environment analysis, segmentation, and product positioning to the design of distribution channels and communication strategy in order to maximize the value to customers. Exploring the concepts and tools of marketing management, the participants learn to formulate and implement successful marketing strategies in their business markets.

## Content

- Understanding the Market Environment
- Buyer/User Behaviour
- Market Segmentation
- Product Management
- Pricing Management
- Channel Management
- Brand Management
- Rural Communication and Promotion
- Market Research
- Logistics Management
- Formulation of a Comprehensive Marketing Strategy
- Strategy Implementation
- WTO and Indian Agriculture

## Methodology

The sessions will be a blend of concepts and applications. They will be mainly based on discussion of a variety of cases and teaching materials on agricultural input marketing. The participants will also undertake individual/group project exercises. They will be involved in making presentations on their project work.

## Audience

Executives/Managers/Officers dealing with marketing of agricultural inputs such as seeds, fertilizers, crop protection products, farm machinery and equipments, feeds, and environment-friendly products like bio-inputs.

## Faculty

- Vaibhav Bhamoriya
- Vasant Gandhi
- Saral Mukherjee
- G. Raghuram
- Vijay Paul Sharma
- Sukhpal Singh (Coordinator),  
email: [sukhpal@iimahd.ernet.in](mailto:sukhpal@iimahd.ernet.in)

Senior executives from agricultural input industries would be invited to share their knowledge and experience on specific topics.

## Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants get full board and air-conditioned single room accommodation on the Institute campus.

## Programme Fee

Rs.90,000 (+12.36% service tax) per person for participants from SAARC countries including India and US\$ 2,800 (+12.36% service tax) for participants from other countries. The fee includes tuition fees, cost of teaching materials, and of board and lodging.

**The programme fee should be received at the Executive Education Office before the programme commencement date. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person / organization concerned.**

The programme fee can be paid in one of these three ways:

#### **A. Demand draft/cheque payable at par at Ahmedabad**

The cheque/draft should be in favour of “**Indian Institute of Management, Ahmedabad.**”

#### **B. Electronic Fund Transfer. The relevant details are:**

1. For credit to Savings Bank A/c No.032010100040460 or Current A/c No.032010200002660, IIM, Ahmedabad Axis Bank, Vastrapur Branch (RTGS Code: UTIB0000032)
2. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
3. Purpose of Remittance: **Agricultural Input Marketing**
4. IIMA Permanent Account Number (PAN): AAATI1247F
5. IIMA Tax Deduction Account Number (TAN): AHMI00189A
6. IIMA Service Tax Registration Number: AAATI1247FST001

#### **C. Payment Gateway**

Please visit IIMA website ([www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)) for more information.

If you pay online, please e-mail us the complete transaction details immediately so that we can connect your remittance to your nomination.

#### **Discount**

**Early Bird Discount:** Nominations received with payments on or before **December 15, 2014** will be entitled to an early bird discount of 10%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

**Group Discount:** Any organization sponsoring five or more participants to a programme will be entitled to a discount of 10% on the total fee payable provided that at least five participants actually attend the programme.

Organizations can avail themselves of both the discounts subject to a maximum overall discount of 20%.

#### **Nominations and Inquiries**

Nominations should reach the Manager – Executive Education latest by **December 22, 2014**.

Organizational sponsorship is generally required but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

**IIMA norms do not allow anyone to stay with the participants during the programme.**

For nomination forms and more information, please contact:

#### **Manager - Executive Education**

Indian Institute of Management Ahmedabad, Vastrapur, Ahmedabad 380 015

**Phone:** 91-79-6632 4071/4072-78, 4081

**Fax:** 91-79-2630 0352 (Executive Education)/2630 6896 (General)

**email:** [exed@iimahd.ernet.in](mailto:exed@iimahd.ernet.in) • **website:** [www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)

#### **Alumni Association**

Please note that participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend a total of 21 days in one or more programmes to be eligible for alumni status and alumni identity card, both of which will be awarded on payment of one-time alumni fee of Rs.10,000.

## Centre for Management in Agriculture (CMA)

The Centre for Management in Agriculture (CMA) at IIMA is an interdisciplinary group which was set up in 1963 and designated as a Centre in 1971. The Centre has currently 6 primary and 3 secondary faculty members. CMA is actively engaged in applied policy and problem-solving research on issues related to management in agribusiness sector including farm inputs, farm production, processing, marketing and facilitation in crop and allied sectors which are relevant to practitioners and policy planners and are of concern for the society at large. The Centre encompasses a broad range of research interests related to farm production, marketing of farm inputs, agricultural commodities, and food products. The CMA faculty have carried out extensive research in areas of agri-food policy, supply chain management, agri-inputs such as seeds, fertilizers, agro-chemicals, irrigation, farm machinery, rural and microfinance, vertical coordination in agro-food industry and contract farming, food retailing and wholesaling, organic produce chains, commodity trading, international trade, agricultural innovations, management of technology in arid areas, intellectual property rights, biodiversity conservation, biotechnology, and GMOs and food safety issues. Every year, a large number of research projects are carried out for the Ministry of Agriculture, Government of India. Outputs of research are published in a monograph series (over 245 now). In addition, teaching materials are developed for use in educational and training programmes. This activity is supplemented by case research carried out exclusively to develop cases. CMA has over 800 teaching cases and notes.

The CMA faculty are involved in teaching in Post-Graduate Programmes in Agri-Business Management and general management and (doctoral level) Fellow Programme in Management with emphasis on Agriculture/agribusiness. The Centre also conducts short duration Management Development Programmes (MDPs) for industry leaders and managers, policy planners, and other stakeholders in food and agri-business sector. Important ones include Agricultural Input Marketing, Managing Contract Farming and Rural Marketing. CMA provides consultancy services to public, private, cooperative, voluntary, and international organizations. Many CMA faculty members are on the boards of public/private/cooperative/civil/non-government organizations/institutions.

## INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

**The Institute conducts the following major programmes:**

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population.
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 90 faculty members working in the following management areas and sectors:

**DISCIPLINARY AREAS** • Business Policy • Communications • Economics • Finance and Accounting • Information Systems • Marketing • Organizational Behaviour • Personnel and Industrial Relations • Production and Quantitative Methods

**INTERDISCIPLINARY CENTRES AND GROUPS** • Centre for Innovation, Incubation, and Entrepreneurship • Centre for Infrastructure Policy and Regulation • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Retailing • Gender Resource Centre • IIMA-Idea Telecom Centre of Excellence • Insurance Research Centre • Public Systems Group • Ravi J. Matthai Centre for Educational Innovation

**Kasturbhai Lalbhai Management Development Centre (KLMDC)**, located on the IIMA main campus, and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the Management Development Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, TT, carom, chess, volleyball and cricket). Participants can also take advantage of the Institute's library.



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD, VASTRAPUR, AHMEDABAD 380 015 - INDIA

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