



# Agricultural Input Marketing

January 21 - 26, 2019



EXECUTIVE EDUCATION  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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### Objectives

The marketing of agricultural inputs, though having a huge potential, is becoming increasingly challenging and competitive over the years. The objective of the programme is to impart a clear foundation of professional marketing skills & knowledge to the participants, important for success in the marketing of agricultural inputs. The programme builds an overview and in-depth awareness of the input market environment. It then proceeds with specific knowledge & applications of various marketing management concepts to agricultural inputs including consumer behaviour, segmentation-targeting, product differentiation & positioning, pricing, distribution & channel management, logistics management, financing, and effective communication & promotion methods. Integrative sessions then focus on comprehensive marketing strategy formulation and strategy implementation. The product domain would seek to include seeds, fertilizers, plant protection agro-chemicals, herbicides, organic products, biotech products, farm machinery & equipment, water & input management devices, feeds & animal products.

### Programme Highlights

- Market Environment
- Consumer Behaviour
- Segmentation & Targeting
- Product Positioning
- Pricing Management
- Distribution & Logistics Management
- Promotion Strategies
- Brand Management
- Finance & Entrepreneurship
- Market Research Methods
- Policy Environment & Emerging Challenges
- Marketing Strategy Formulation & Implementation

### Methodology

The sessions will be a blend of concepts and applications typical of the Harvard method of teaching business. The sessions will use a variety of cases and teaching materials on agricultural input marketing and will involve substantial discussion & sharing across the participants. Study of the reading material before the class sessions will be a must. There would also be a group project exercise on marketing strategy formulation & implementation, and will involve working on and making of comprehensive presentations by the participants.

### Participants' Profile

Nominations are welcome from Executives/Managers/Officers dealing with marketing of agricultural inputs such as seeds, fertilizers, crop protection products, farm machinery and equipments, water management equipment, feeds, organic products, biotech products and other agricultural inputs.



### Faculty

- Gandhi, Vasant
- Ghosh, Ranjan Kumar
- Jaiswal, Anand Kumar
- Jacob, Joshy
- Soman, Chetan
- Singh, Sukhpal
- Varma, Poornima (Faculty Chair)  
Email: poornimav@iima.ac.in
- Guest faculty

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



## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **January 7, 2019**. The last date for early bird discount is **December 31, 2018**.

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.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.  
Phone: +91-79-6632 4461 to 69 and 4472 to 77  
Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)  
Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

## Venue and Accommodation

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

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

**INR 1,40,000 plus 18% GST per person** for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging



The programme fee should be received by the Executive Education Office latest by **January 7, 2019**. 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/organisation concerned.

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

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:  
**Agricultural Input Marketing**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes in our website [www.iima.ac.in/exed](http://www.iima.ac.in/exed).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **December 31, 2018**, will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

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

## 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.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- 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
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education 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, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)

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