

Branding and Promotion of Spices Products for Exports

Three-days MDP



BENGALURU	MUMBAI	GUWAHATI
27 th to 29 th November 2024	22 nd to 24 th January 2025	19 th to 21 st February 2025



IIPM 
भारतीय बागान प्रबन्ध संस्थान बेंगलुरु
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU
(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)

Branding and Promotion of Spices Products for Exports

ABOUT THE PROGRAMME

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.

FOR WHOM

The programme is primarily designed for the Spices Board Officials, Professionals across the value chain from Production, Processing and Marketing of Spices and its Value Added products. Suitable for:

- Spices Board Officials
- Marketing / Brand Managers
- Working professionals in start-ups
- Prospective entrepreneurs intending to export branded Spice Products
- Office Bearers / CEOs of FPOs / FPCs
- Planters / farmers of various spices

PROGRAM LEARNING OUTCOME

After attending the 3-day program, the participants will be able to:

- Understand the need, importance and benefits of branding spice products to your targeted customers
- Acquire nuances in branding concepts, all possible methods of branding to create differentiation in the export market.
- Appreciate the importance of use of block-chain technology, bringing transparency in the value chain, connecting the producer in to the market and create an identity.
- Analyse the challenges and compare the benefits of marketing branded products over unbranded one to various destinations.
- Identify the key brand elements that are unique to your product to create a differentiation and offer value proposition to your customers.
- Create a brand-led culture and employee connect internally and deliver the promise to the external stakeholders.
- Develop effective promotion campaigns for spices and its value added products

PEDAGOGY

- Lectures through Power-Point Presentations
- Group exercises, Facilitated discussions, Case analysis
- Live interactive experience sharing talks with Practitioners /Brand Managers to make the sessions more of experiential learning.

TRAINING MODULES & COVERAGE

- Concepts and Myths about branding
- Challenges & importance of branding spice products and its Promotion
- Methods of branding & Building Market Competitiveness and augmenting income
- Brand Building Principles
- Use of Block-chain technology for tracking and tracing & leverage the commercial benefits
- Promotion planning and techniques
- Marketing Communications & Brand Promotion
- Fundamentals of Digital and Social Media Promotions

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

PROGRAMME COORDINATOR

John Mano Raj.S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 30 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy works. Designed and conducted several training programmes for the stakeholders in Agri. / Horticulture, plantation sector and Commodity Boards in the area of marketing and Branding. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc. Carried out research and consultancy projects in the area of “branding of agricultural commodities” Published research papers in refereed journals, few chapters in books and participated in international conferences and presented papers. His research paper on “Branding of Green Tea Leaves: A Disruptive Innovation” selected for presentation and presented at The World Bank, Washington DC, USA. **E mail:** manoraj@iipmb.edu.in **Mobile: 9980993260**

Dr. Shilpa S. Kokatnur is an Assistant Professor at the Indian Institute of Plantation Management (IIPM) in Bengaluru, India. She possesses a master’s degree in marketing and holds a Ph.D. in retail. She serves as the Principal Investigator on numerous sponsored research projects. She has coordinated various training programs that have benefitted the stakeholders. Her areas of research focus on retail management, farmer collectives, market linkage, and customer relations. She has authored articles published in reputed journals indexed in ABDC, Web of Science, Scopus, and UGC-Care list and has presented various research papers at both international and national conferences and seminars. Email; kshilpa@iipmb.edu.in; Cell No: 8618993858

PROGRAMME DATES:

Bengaluru: 27th - 29th November 2024

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Mumbai: 22nd – 24th January 2025

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Guwahati: 19th – 21st February 2025

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