



## MANAGE invites nomination for MANAGEMENT DEVELOPMENT PROGRAMME ON AGRICULTURAL INPUT MARKETING

December 27-29, 2018

### BACKGROUND

This programme aims at providing the participants with practical skills and attitude for reaching-out to farmers efficiently and effectively with their input offerings. This program will focus on capacity building of corporate executive on managerial and marketing theories and applications in the field of agricultural input marketing such as business environment scanning, understating farmers' buying behavior, market segmentation, targeting and positioning (STP), inventory planning and management, designing marketing network, pricing and promotion and developing effective communication strategy for farmers. This program will cover all key domains of agricultural inputs like seeds, fertilizers and chemicals, organic fertilizers and pesticides, farm machinery and animal feeds and will ensure takeaways for the participants.

### OBJECTIVES OF THE PROGRAMME

This programme aims at building the capacity of corporate executives working with agricultural input companies to effectively develop and manage their input business with the farming communities for enhancing their market growth on one hand and efficiently delivering extension and farm advisory services for promoting profitable agriculture to the farmers on the other. Specific objectives of the programme are as follows:

- Sensitize the corporate executives of agricultural input companies on formulating and implementing marketing strategy for business excellence.
- Discuss the effective integrated marketing communication strategy with farming communities in building the business relationship.
- Evaluate the integration of input marketing with agricultural extension services for competitive business advantage.



**National Institute of Agricultural Extension Management (MANAGE)**  
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)  
Rajendranagar, Hyderabad—500 030, Telangana, India  
Website: [www.manage.gov.in](http://www.manage.gov.in)

## **PROGRAMME CONTENT**

The program sessions will be delivered through experienced faculty and industry colleagues using practical approaches blended with theoretical models on following tentative themes:

- Scanning of agricultural input marketing environment
- Understanding farmers' buying behavior for agricultural inputs
- Using marketing tools for developing agricultural input marketing mix
- Market segmentation and targeting for formulating winning marketing strategy
- Integrated Marketing Communication for Agricultural Inputs
- Conducting agricultural input market research for effective decision-making
- Interplay between input marketing and agricultural extension/ farm advisories

## **PEDAGOGY**

A suitable combination of classroom lectures, interactive discussions, class exercises, case studies, and experience sharing to be used for effective delivery of the program.

## **WHO SHOULD ATTEND**

The target participants of this programme ranges from middle and senior level executives of agricultural input companies, who are responsible for agricultural input marketing, input dealership management and coordination of farm level interventions.

## **DURATION**

December 27-29, 2018 (3 days)

## **VENUE**

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

## **CERTIFICATE**

Certificate of Participation will be provided to the participants after completion of the programme.

## **PROGRAMME FEE**

Rs. 10000 per participant (includes tuition fee, certificate, program kit and boarding and lodging)

## **PAYMENT MODE**

Please transfer the nomination fee in MANAGE Bank Account or send Demand Draft in favour of 'MANAGE' payable at Hyderabad.



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## PROGRAMME DIRECTOR

**Dr. Jabir Ali** is a Director at Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension in the Institute. He holds Post Graduate and PhD in Agricultural Economics and Business Management. He has been trained at Harvard Business School (HBS), Boston, United States of America on Case Writing and Participant-Centered Learning and have more than 17 years of academic experience in organizations of repute including Centre for Food & Agribusiness Management, Indian Institute of Management (IIM), Lucknow. His areas of interest in teaching and research include ICT in Agriculture, Agribusiness Business Environment and Policy Analysis, Agri-input Marketing, International Trade Logistics and Agribusiness Supply Chain, Agricultural Commodity Futures and Options, Social Marketing and Social Entrepreneurship.

He has published more than 40 research papers in refereed national and international journals and undertaken more than 45 research and consultancy projects for various public and private sector organization. He has also organized more than 30 Management Development Programmes for senior and middle level executives in the area of food and agribusiness. He has earlier contributed in academic administration as Principal, ICCMRT Lucknow, Chairman, Management Development Programme Centre (Executive Education), IIM Lucknow and Chairman, Centre for Food and Agribusiness Management, IIM Lucknow.

## ABOUT THE INSTITUTE

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute, from which its acronym 'MANAGE' is derived. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need. The Institute focus is on Training, Education, Research, Consultancy and information & documentation, apart from implementing some Central Sector Schemes.

*Please send your nomination to the Programme Director on following address:*

**Dr. Jabir Ali, Director** (Knowledge Management, ICT & Mass Media)

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Rajendranagar, Hyderabad—500 030, Telangana, India

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NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT

Rajendranagar, Hyderabad – 500 030 Telangana, India, www.manage.gov.in

**MANAGEMENT DEVELOPMENT PROGRAMME  
ON AGRICULTURAL INPUT MARKETING**

T.P.No / Academic Year: 218/ 2018-19

NOMINATION FORM

(Please fill-up completely)

1. Name (CAPITAL LETTERS) : \_\_\_\_\_
2. Designation : \_\_\_\_\_
3. Age (Yrs) : \_\_\_\_\_
4. Gender (Male or Female) : \_\_\_\_\_
5. Total Service (Yrs) : \_\_\_\_\_
6. Sector (✓) :  Agriculture  Horticulture  Sericulture  AH & Vet.  
 Services  Fisheries  ICAR  SAUs  Marketing  
 NGOs  SAMETIs / EETs  Others, specify
7. Organization Name : \_\_\_\_\_
8. Organization Address : \_\_\_\_\_  
District : \_\_\_\_\_  
State : \_\_\_\_\_
9. Telephone Off. : \_\_\_\_\_ Fax: \_\_\_\_\_  
Email : \_\_\_\_\_ Mobile: \_\_\_\_\_
10. Mode of payment (✓) of course fee : A) ONLINE – A/c No. 52032275803, IFSC: SBIN0020074   
State Bank of India, ANGRAU Campus, Rajendranagar,  
Hyderabad  
(B) Demand Draft in favour of 'MANAGE' payable   
at Hyderabad

Date:

Signature

Note: Please send your completed nomination form along with fee of Rs. 10000 per participant to the Programme Director by December 15, 2018