



College of Agriculture, Iroisemba
Central Agricultural University, Imphal
Manipur – 795004



Three Days Online Lecture Series (2)

on

Entrepreneurship development through marketing management

organized under the

IDP-NAHEP project

Dates: 10th August to 12th August, 2020

under the patronage of



Prof. Premjit
Vice-Chancellor, CAU,
Imphal



Dr. Soibam Basanta Singh,
Director of Instruction
and PI, IDP
CAU, Imphal



Prof. Indira Sarangthem,
Dean and Nodal Officer, IDP
College of Agriculture,
Iroisemba, Imphal

Speakers



Ranjit Kumar
Head, ABM Division
NAARM, Hyderabad



Rajdeep Chakraborti
Research Fellow
IE University, Spain



Thangjam Joykumar
MD, Thangjam Agro-
Industries, Imphal

Date	Time	Topic	Speaker
10/08/20	11.00 am 12.00 pm	Entrepreneurship in food processing: Sharing journey of Thangjam Agro-Industries	Thangjam Joykumar
10/08/20	3.00 pm 4.30 pm	Access and Risk Management Tools for Small Scale Agricultural Producers	Rajdeep Chakraborti
11/08/20	3.00 am 4.30 am	Essentials of Marketing: STP & 4Ps	Ranjit Kumar
12/08/20	3.00 pm 4.30 pm	Branding Agricultural Commodities: How Commodity Branding Works?	Rajdeep Chakraborti

Lecture Series Director

- Dr. SM Feroze

Series Coordinators

- Dr. Ng. Joykumar
- Dr. Norjit Singh