



**Indian Institute of Management Lucknow
(India)**

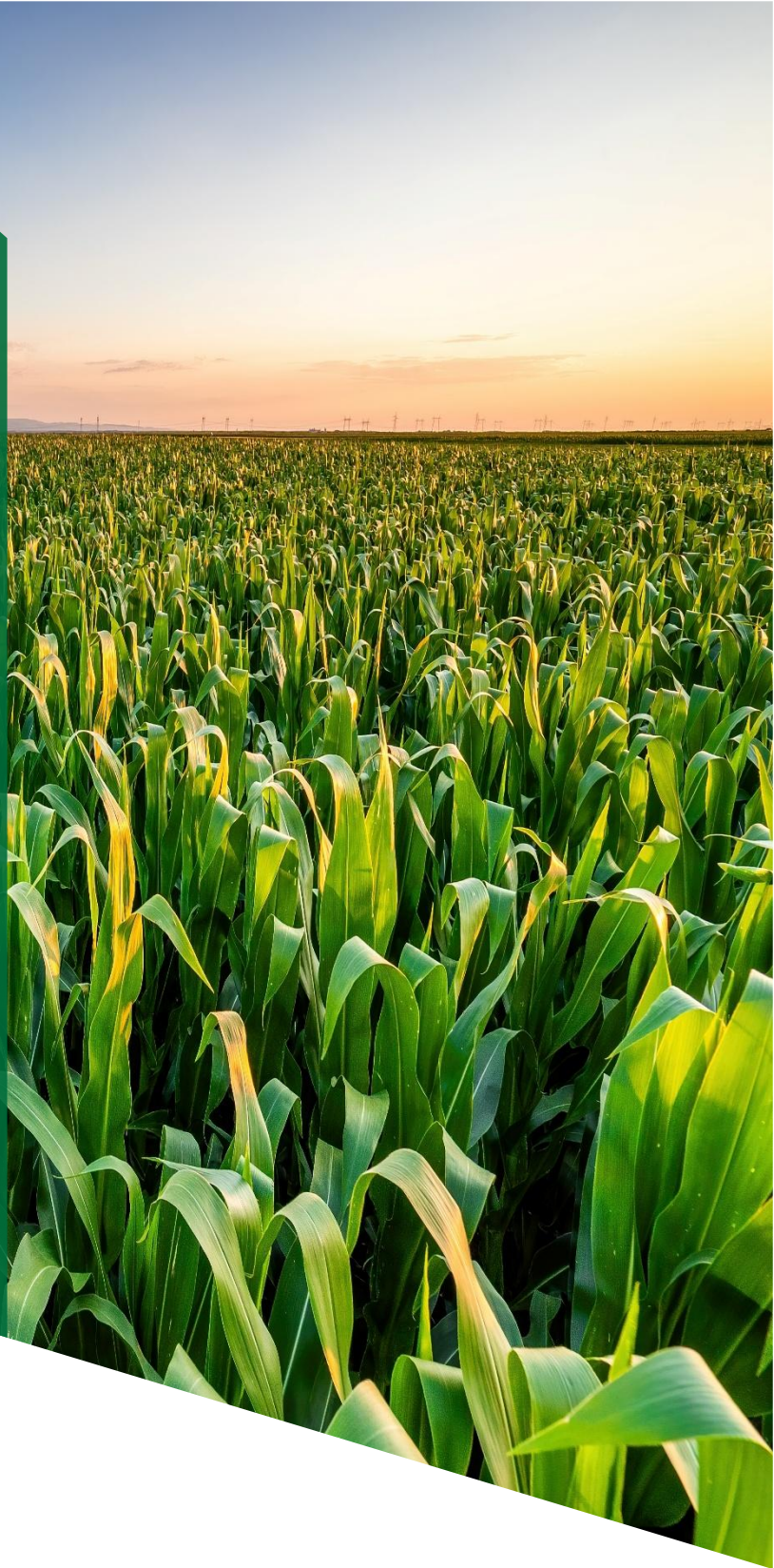
**International Program
on**

Agri-input Marketing Strategies

16–21 November 2026

Program Director

Prof. Sanjeev Kapoor



Overview

Agri-input marketing connects critical inputs, such as seeds, fertilizers, pesticides, and plant growth formulations, to farmers. It defines how these inputs are priced, distributed, and sold. Understanding this system is crucial, as inefficiencies in input supply hurt individual farmers and slow down national food production. The present program on Agri-input Marketing Strategies has been designed to equip participants with practical tools to boost sales and reach target markets. The comprehensive curriculum covers market analysis, branding, product positioning, and distribution strategies, among others.

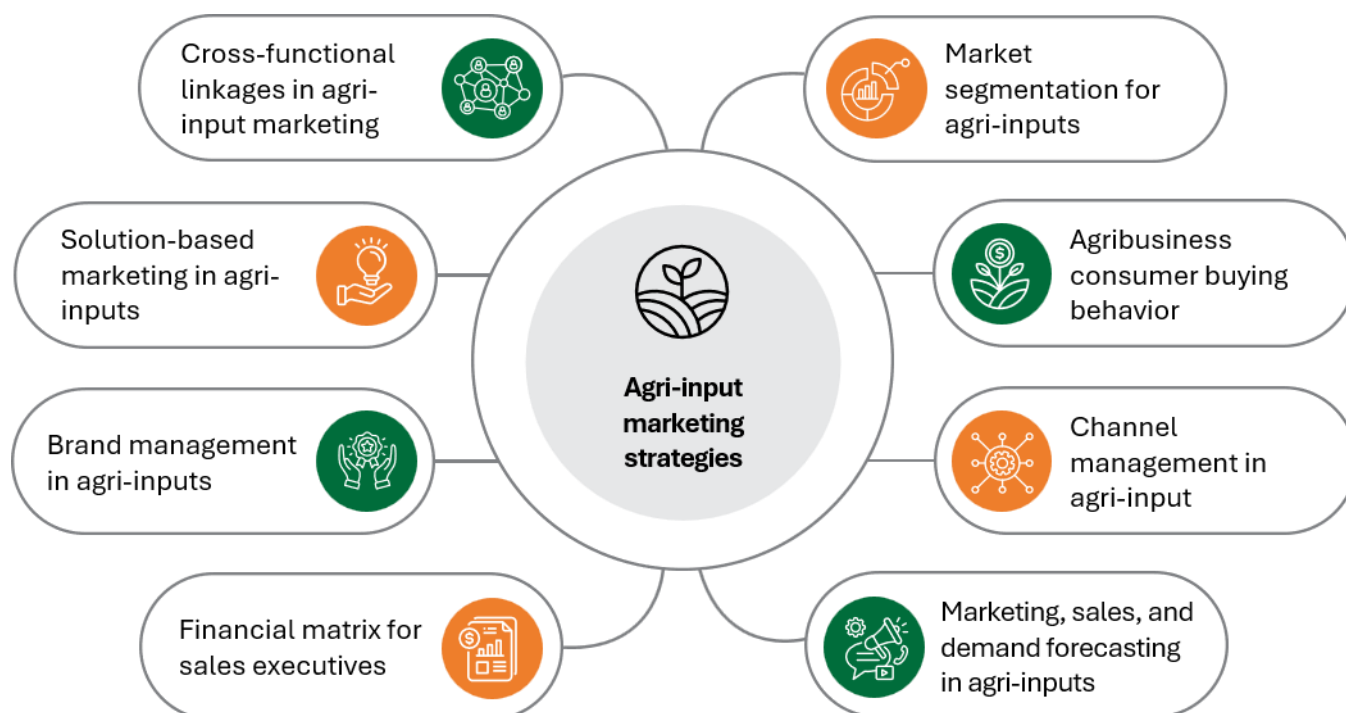
A distinctive feature of this program is its focus on solution marketing across the value chain within the input industry.

Objectives

The program equips participants with the knowledge and skills to excel in the dynamic and competitive field of agri-input marketing. The program has the following objectives:

- Enhance participants' understanding and analytical capability of products, market environment, and operational issues in agri-input marketing;
- Build awareness around innovations in agri-input marketing;
- Strengthen understanding of key management functions relevant to agri-input marketing.

Contents



Methodology

The program uses the following delivery methods:

- Lecture presentations
- Experimental learning using case studies, where each topic includes a case study from the agri-input industry
- Group exercises and participant presentations

Who should attend?

Executives from agri-input companies in developing countries who are involved in the marketing of different agri-inputs, such as seeds, fertilizers, pesticides, farm machinery, and plant growth formulations.

Program director



Prof. Sanjeev Kapoor currently serves as a Professor of Agribusiness Management at the Indian Institute of Management Lucknow.

He has conducted several training programs for agri-input companies, including Paradeep Phosphates Ltd., Rallis India Ltd., and UPL Limited.

His research and teaching focus on agribusiness management and agri-input marketing. He can be reached at sanjeev@iiml.ac.in.

Venue

Agra, Uttar Pradesh, India

The program is residential and scheduled for six days from 16th to 21st November 2026. The participants will stay at the Radisson Hotel Agra, a five-star hotel, on a single-occupancy basis.

Program fee

Residential Fee: **USD 2,000**

The program fee covers boarding, lodging, course material, one-day sightseeing, and taxes. Please make the payment in favor of **Indian Institute of Management Lucknow** as per the following details:

Name of the Account	Indian Institute of Management, Lucknow
Name of Bank and Branch	HDFC Bank Ltd., A.R.Centre, Aminabad, Lucknow
New CBS-based Account	07231450000294
Type of Account	Saving Bank A/c
RTGS/NEFT Code of Bank Branch	IFSC Code: HDFC0000723
Any other relevant information	Bank MICR Code: 226240007
Swift Code	HDFC INBB

Discount

A 10% group discount on the program fee applies when an organization nominates at least 3 executives for the program.

Program registration

Submit nominations and fees at least 60 days before the program's start date, i.e., 16th September 2026. We will send confirmation after the due date.

In the event of a nomination cancellation by a sponsoring organization, we will refund 50% of the fee, provided we receive such information at least one month before the commencement of the program. However, the sponsoring organization can change its participants' names.

How to reach the venue

By Air

The closest domestic and international airport is Indira Gandhi International Airport in Delhi, which connects to major Indian and international destinations. Travelers can hire a cab or take a bus to reach Agra from the airport.

By Train

Agra lies on the Delhi–Mumbai and Delhi–Chennai routes and is well connected to most Indian cities. There are regular trains to Agra from cities like Delhi, Jaipur, Gwalior, and Jhansi.

Road/Self Drive

Agra is connected to Delhi via NH2 and the new Yamuna Expressway. The drive takes about four to five hours, depending on traffic and the time of day.

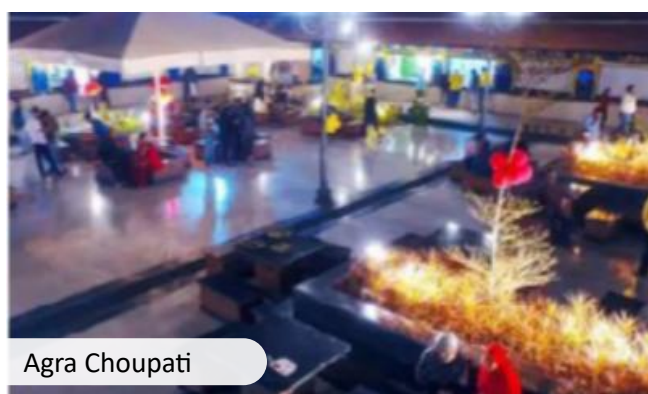
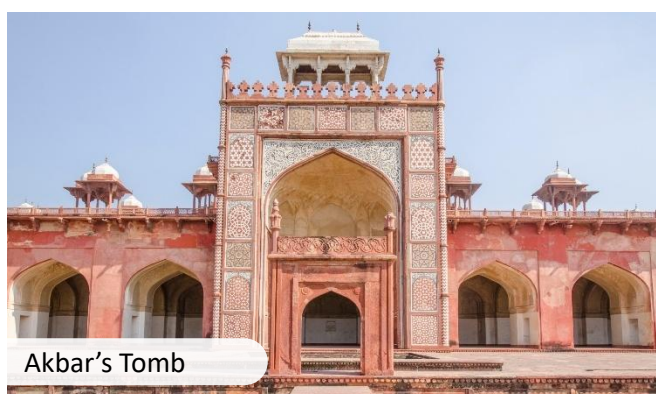
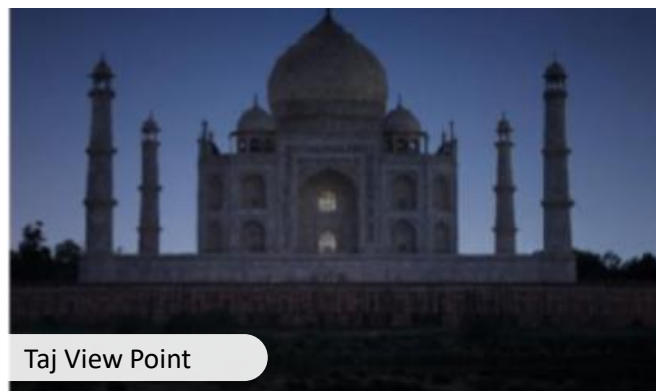
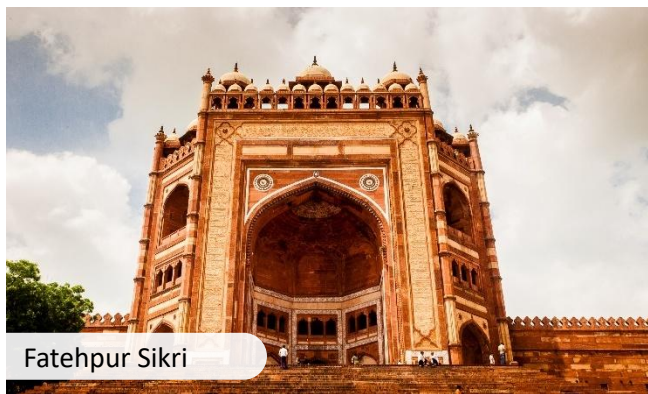
Popular sightseeing points in Agra

Step into the timeless charm of Agra, which is a city steeped in history, culture, and architectural beauty. From the iconic Taj Mahal to its vibrant markets, rich Mughal cuisine, and enduring heritage, Agra offers an unforgettable blend of exploration, culture, and lasting memories.

Why visit Agra?

- Witness timeless love at the Taj Mahal, one of the most iconic monuments in the world
- Step into history as you explore grand Mughal architecture and centuries-old heritage
- Immerse yourself in local life with vibrant markets, authentic street food, and rich culture
- Create unforgettable moments with breathtaking views and picture-perfect experiences

Below are some of the key attractions in Agra:



About IIM Lucknow

The Indian Institute of Management Lucknow (IIM Lucknow), a premier national-level management institute in India, focuses on generating and imparting knowledge in the field of management. IIM Lucknow relies on an excellent, committed, and highly qualified faculty, innovative and unique pedagogical tools, and a diverse student community with strong academic and professional aspirations.

IIM Lucknow is among an elite group of triple-accredited B-schools, accredited by AACSB, EQUIS, and AMBA. It is the third IIM and the fifth management institution in India to achieve this distinction.

IIM Lucknow ranked 5th among all management schools in the prestigious NIRF 2025 rankings. The ranking is based on teaching learning, and resources; research and professional practice; graduation outcomes; outreach and inclusivity; and peer perception.

IIM Lucknow continues to feature in the FT-100 rankings, ranking 4th among IIMs and 5th among all B-schools in India. The institution is among the five Indian schools featured in the QS Global MBA Rankings. and also features in QS Business Masters ranking ne of the 12 Indian schools.

Contact

For any query, please contact:

Ms. Saumya Pandey
MDP Office

Indian Institute of Management Lucknow
Prabandh Nagar, IIM Road, Lucknow. India

Mobile: 9140684810

Email: exed@iiml.ac.in / mdp_program@iiml.ac.in

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