



Calling all Enterprises & FPOs

for a workshop on

Marketing Solutions for Enterprises in the F&B sector

A 3-hour online session offering guidance and solutions to the sales and marketing problems faced by the sector

Workshop designed for:

Middle and Senior-level Social Development Sector Professionals including:

- Members of Cooperative Society, Section 8 Company, Foundation, Registered Society, Trust, or Company
- Food entrepreneurs
- Board of Directors and senior-level members of FPO in food & beverages sector

Workshop offers:

- Learnings basis IMEDF's experience in marketing of 20+ F&B clusters in 12 states
- Expert-led sessions
- Course content customized for the sector
- Case studies
- Certificates for online participation

The online workshop on "Marketing Solutions for Enterprises in the F&B sector" enables you to address the marketing needs of collective enterprises.

Date: 11th June 2024 | Time: 10:00 a.m. to 1:00 p.m.

Don't miss this opportunity to advance your career and enrich your knowledge.

Organization Background:

IMEDF (Indian Micro Enterprises Development Foundation), the special-purpose vehicle of the Development Alternatives (DA) group has developed 20+ FPOs of which 40% are women-led, leading to the creation of 6,500+ livelihoods, including 3,000+ women across India.

As we continue our mission to support and empower farmers through our Farmer Producer Organization (FPO), it's crucial to emphasize the significance of marketing in achieving our goals. Marketing plays a pivotal role in the success and sustainability of FPOs, enabling us to maximize the value of agricultural produce, enhance farmer incomes, and build stronger rural economies.

Faculty

Sameer Kapoor
Senior Advisor
Development
Alternatives



Sameer Kapoor is a management professional with a storied career across varied industries and structural dynamics. He has helmed the leadership roles at companies like NDTV, Scholastic India and Hindustan Times amongst others.

After an intriguing chapter as an angel investor and a startup entrepreneur, Kapoor transitioned to the development sector, currently providing his expertise as a Senior Advisor to the Development Alternatives Group.

His extensive domestic and international experience has seen him navigate both line and staff functions in multinational corporations and native Indian companies. A notable strength lies in his remarkable adaptability, seamlessly transitioning across diverse management styles, navigating uncharted territories, and overseeing intricate organizational structures.

Col Raman Thapar has been associated with IMEDF, a nodal agency for SFURTI (Scheme for fund for regenerative traditional industries). He has been instrumental in incubating 30+ clusters across 12 states pan India. This portfolio includes diverse sectors in food and beverages, lifestyle, home decor, NTFP and services

IMEDF is also a technical support agency for developing SME's as part of industrial parks. In the sustainable livelihood sectors, IMEDF has partnered with a leading bank to raise 100+ FPO's in the 6 states. A unique phygital platform has been developed by the IMEDF team to offer an enterprise support services for small enterprises.

Col Thapar has served with Indian Army having seen action in different operational areas of the country



Col Raman Thapar
General Manager
IMEDF
Development
Alternatives

Dr Lanu W Aimol
SME
SHEDA



Dr Lanu W Aimol holds PhD, Master degree in Paramedical from Maharashtra University of health science. He has worked at MNC, Medical Equipment Manufacturing Company as Trainer to Sales & Marketing staff since 2007. Presently he is an advisor & support to tribal differently abled population & farmers. He is actively involved in organizing Healthcare camps including differently abled for fitment of aids & appliances. He is also involved in skilling youth in the trade of hospitality, retails, beauty therapist & electrical etc.

He is also an Advisor & one of the founder members of SHEDA (since inception in 2013 till date). He is actively involved in collaborating with multidisciplinary teams and stakeholders to provide comprehensive support and services that promote the overall well-being of tribal populations.

You may enrol by paying to the following bank account and email the receipt to rsharma2@devalt.org

Registration fee - 2950/- (inclusive of 18% GST)
Name: Indian Micro Enterprises Development Foundation
Account No: 921010006516021
Bank Name: Axis Bank
Bank Address: Katwaria Sarai, Delhi-110016
IFSC Code: UTIB0004516



QR code link for registration fee

Limited seats, **last date of enrolment is June 05th 2024.**

**Powered by the Centre for Social Innovation and Inclusive Entrepreneurship
Development Alternatives Group**