

Competency Enhancement Programme on 'Marketing as a Tool for Accelerated Development'

February 09-11, 2021

Programme Co-ordinator: Prof. Geetika Varshneya

Introduction

Marketing is considered an essential component of today's business world, including social enterprises. It serves as a critical link of the value chain as it directly impacts the revenue generating capability of any enterprise. Notwithstanding enormous marketing efforts, several brands are still struggling to sustain and remain competitive in the market. Plethora of micro and macro factors like economic uncertainty, fierce competition, lack of technological upgradation and lack of investment in market research can be attributed to the same. However, the fundamental reason lies in strategic decisions which are primarily driven by marketing myopia where the management focuses more on the immediate needs of the organisation rather than focusing on customers' needs¹. Though 4P's of marketing², and the concept of 4As³ in Marketing are still relevant in marketing, however, we still need to have some innovative approaches of marketing to beat competition. Experiences across the sectors have indicated that Value Creation and Value Capture approach helps marketers to develop unique and specific marketing strategy required in different contexts.

The dairy industry in India

Rapid urbanization has led to a major increase in the demand for packaged/processed foods, favourably impacting the dairy industry in the country. The dairy industry is witnessing continuous investments across various segments. The organized players consisting of cooperatives and private firms together procure around 20% of milk⁴. Traditionally, the policy environment has favoured the expansion of cooperatives, which ultimately crowded out the private sector. However, liberalization of the sector in recent years has encouraged private investment in dairying. Large Indian and multinational corporations, such as Reliance, Pepsi and Coca-Cola, are planning significant investments in this sector⁵. In the last few years, several big conglomerates like ITC and Amul have entered the dairy sector in the Bihar market. With their entry in the market, the competition has immensely increased as these big brands may pose a threat to local players by capturing the existing market. Hence, it is imperative for the marketing managers of various dairy enterprises to learn and apply effective marketing strategy not only to maintain its leadership position in Bihar but also to increase its customer base by penetrating into the new markets.

¹ Levitt, T. (2004). Marketing myopia. Harvard business review., 82(7/8), 138-149.

² McCarthy, E. J., Perreault, W. D., & Wilkinson, J. B. (1994). Essentials of marketing: a global-managerial approach. Irwin.

³ Sheth, J. N., & Sisodia, R. (2011). The 4As of Marketing. Routledge Press, New York, NY.

⁴ SKP (2018) India: Indian Dairy Industry – The Quest To Grab A Share Of The Consumer's Monthly Basket , SKP Business Consulting LLP, available at <http://www.mondaq.com/india/x/698204/Industry+Updates+Analysis/Indian+Dairy+Industry+The+Quest+To+Grab+A+Share+Of+The+Consumers+Monthly+Basket> , retrieved on 8th April, 2019.

⁵ Punjabi, M. (2009) "India: Increasing demand challenges the dairy sector" Smallholder dairy development: lessons learned in Asia, Food and Agriculture Organization of the United Nations regional office for Asia and the Pacific, Bangkok.

Learning Objectives

This programme is designed to meet the specific learning needs of managers marketing dairy products in and outside the Bihar State. Hence, the key objectives of the programme are to help participants develop essential knowledge and skills related to the two processes of marketing;

1. Value creation methods through product management
2. Value capture methods through pricing, supported by value delivery systems and value communication.

Programme Content

Day 1	Fundamentals of Value Creation in Dairy Industry in the context of Bihar <ul style="list-style-type: none">• Creating value for profit
Day 2	Capturing Value by Dairy enterprises <ul style="list-style-type: none">• Opportunities of value creation
Day 3	Developing Appropriate Strategies for Competitive Advantage <ul style="list-style-type: none">• Processes, challenges and opportunities

Pedagogy

- Theory building sessions
- Context-specific case studies
- Structured individual/group exercises
- Group discussions
- Management games/role play

The programme will provide adequate opportunity for the participants to discuss and understand various aspects of marketing from each other.

Expected Participants

Middle level executives primarily working in the area of sales and marketing.

Programme Fee

The programme is fully residential and fee per participants is INR 15,000/- per person. The fee is inclusive of GST (current rate), boarding, tuition fee, reading material, stationery, etc. Accommodation cost* will be chargeable on actual basis as per the choice of participant.

*Accommodation Cost (checkout 12:00 Noon)

#	Components	Amount (INR)
1	Single Occupancy	Rs 4,500 /-
2	Double occupancy	Rs 3,500 /-

Faculty Profile for the Program

<https://dmi.ac.in/about-faculty/4/Geetika>

Deadline for the Confirmation of Participation: January 25, 2021

Contact Details

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