

IMEDF conducts online workshop series on Marketing Solutions for Enterprises in F&B sector



Workshop in progress

IMEDF, the Special Purpose Vehicle of the Development Alternatives Group, conducted its second online workshop on 'Marketing Solutions for Enterprises in the F&B Sector' on June 11, 2024, at DA Headquarters in New Delhi. This workshop was part of IMEDF's Capacity Building vertical and was specially designed for enterprises, clusters, and FPOs from the food processing industries.

The faculty included Col. Raman Thapar, General Manager of IMEDF; Sameer Kapoor, Senior Advisor at DA Group; Smriti Ahuja, Senior Consultant; Sudhir Sharma from End Poverty; Dr. Lanu Aimol from SHEDA; Vivek Jain from Udyogini; and Javad Ahmad from ONDC. The workshop was moderated by Rashika Sharma and Srishti Bhattacharya.

The workshop targeted members of cooperative societies, Section 8 companies, foundations, registered societies, trusts, or companies, food entrepreneurs, and board members and senior-level personnel of FPOs in the food and beverage sector.

During the workshop, Smriti Ahuja and Srishti Bhattacharya provided an overview of Indian food processing market trends compared to the top five global players. Col. Raman Thapar presented statistics on the food and beverages sector in India. Sameer Kapoor discussed marketing strategies for F&B products, focusing on online marketing. Sudhir Sharma covered branding and distribution channels.



Use of Mentimeter during Ice breaking session

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

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



Dr. Lanu Aimol presented a case study on the Kangpokpi pineapple cluster, and Vivek Jain and Javad Ahmad explained the ONDC platform and the onboarding process. The workshop concluded with a Q&A session and closing remarks by Col. Raman Thapar.

The workshop saw participation from 15 individuals representing 10 organisations in the development sector. The diverse group of attendees, comprising senior executives and development professionals, underscored the importance and relevance of such initiatives for growth and innovation in the food processing sector. This workshop equipped participants with practical knowledge and strengthened the

collaborative network essential for driving sustainable development in this industry.