

Brand Management

Resource Person: Ms Shivaneer Ranawat

Date of Event: 26/11/2016

Target audience: BMS, BBI, Mango farmers

No. of students: 116

A session by expert in the field of Brand Management was arranged to disseminate information regarding need of branding in business and farming. The session was beneficial for students of management, commerce and farmers from local community. Below are a few **Points discussed:** by the expert:

- What is brand?
- Need of branding.
- Preparing business plan and marketing plan.
- Branding and brand management.
- Formulating and executing business plan.
- Branding of Devgad Alphonso Mango.