

HRD/STC/12/MFP/2008

**PRODUCT DEVELOPMENT AND MARKETING STRATEGY FOR
FOOD PROCESSING INDUSTRY
25.02.2008 – 29.02.2008**

The training programme would focus on

- ❖ Planning for new products
- ❖ Classification and categorization of new food products
- ❖ Strategy and management for development of new food products
- ❖ Relationship between R&D & management
- ❖ Market scenario with reference to traditional, herbal, organic foods etc
- ❖ Food safety and quality aspects including sensory and environmental
- ❖ Technological aspects – processing and packaging
- ❖ Methodology of product development – lab to consumers
- ❖ New product opportunities

ELIGIBILITY CRITERIA

Knowledge of the subject under focus, preferably a basic degree. The medium of presentation and interaction is in English.

TRAINING CHARGES PER PARTICIPANT

TRAINING FEE OF Rs. 6,734/- (INCLUSIVE OF FOOD, ACCOMODATION AND 12.24% SERVICE TAX)

TRAINING FEE IS SUBJECT TO REVISION AS GOVERNED BY THE RULES AND REGULATIONS OF THE INSTITUTE.

Training charges may be paid in the form of **DD** favouring “**Director, CFTRI, Mysore**”

CHEQUE WILL NOT BE ACCEPTED

LAST DATE FOR RECEIVING THE NOMINATION/APPLICATION ALONG WITH THE BIODATA AND DEMAND DRAFT IS 15.02.2008

FOR FURTHER INFORMATION

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