

Use of Branding in Agricultural Commodities for value addition

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Consumer oriented production systems have become important in the agribusiness sector. A change regarding the need for differentiation has occurred in the perception of companies, producers, distribution channels and other players involved in the production of agribusiness commodities. There is a discussion on how to achieve it. The use of branding which is understood as the process involved in creating and promoting strong brands is a way to obtain differentiation. The creation and promotion of strong brands for Indian agribusiness is an important aspect for the strategies of Indian agribusiness companies, farmers and agri entrepreneurs and exporters for entering as well as create a competitive advantage in the domestic and global market .Build strong brands could be a useful way to escape standard market prices for commodities, creating value, providing income for all links involved in the production chain. With the increasing trend towards the use of branded products and in this new environment of consumers seeking for quality, origin certification, confidence attributes, and for more organic and green production standards, there are huge possibilities for creation of brands that meet this kind of demand. India's geographical location, its natural resources, and expertise in the production of certain agribusiness commodities, allows the country an opportunity for adding and creating competitive value to many domestic products. This paper quoting Indian and International examples intends to suggest propositions regarding the use of branding strategies in agribusiness commodities, concepts such as Co-branding, Branding Ecosystem and Ingredient Branding as well as problems associated with branding.

Biography

Ruchira Shukla is currently working as Associate professor with ASPEE Agribusiness Management Institute at Navsari Agricultural University, Navsari. She is MBA with specialization in Marketing and has completed her Ph.D. in Agricultural Marketing. She has a total 10 years research and teaching experience. She teaches various management and marketing related subjects at Post graduate level. She has published more than 20 papers in reputed journals and a number of articles in various magazines and journals. She has also published two books.

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