



कयर बोर्ड COIR BOARD

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MSME, Government of India)

(MINISTRY OF MSME, GOVERNMENT OF INDIA)

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No:.....

Trade Circular No. 2 dated 19 May, 2022

दिनांक

Date:

Coir Board is organizing a three-day **Management Development Programme (MDP)** on **“Export Management Skills for Coir Exporters”** in coordination with Indian Institute of Foreign Trade, New Delhi at Alleppey.

Duration: 25-27 May, 2022

Venue: **Ramada Alleppey**
Nehru Trophy Boat Race Finishing Point Stadium,
Punnamada, Finishing Point, Alappuzha, Kerala 688013
Phone:0477 224 0001

The Programme will cover the topics such as Initiating an Export Transaction – Step by Step; Zero cost approach to Identify New Markets & Products; Mode of Payment Settlement; Commercial & Regulatory Documents in Export Transaction; Export Financial Facilities Pre-shipment & Post-shipment; Leveraging Incoterms in an Export Transaction; Export Incentives, Benefits & Schemes for Coir Exporter and Currency Risk Management for Export Transaction.

A brochure on the programme along with the registration form is attached. The participation fee is Rs.1,000/- per person for three-day programme. The number of participants is limited to 35 and the participants will be selected on a first come first served basis.

The fee may be transferred by NEFT/RTGS to the following account:

| Name of Beneficiary | Name of Bank | Bank Branch | IFSC CODE | A/C No |
|---------------------------------------|---------------------|------------------|-------------|-------------|
| THE SECRETARY COIR BOARD NON PLAN A/C | State Bank of India | Ravipuram, Kochi | SBIN0070261 | 57009832813 |

Those who are interested to attend the programme may register immediately.


For SECRETARY

To:
All Regd. Exporters /Manufacturers
All Coir Exporters' Associations

(Issued from File No. I-12013(14)/1/2022-EXPORT MARKETING-I)





MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
Government of India

Management Development Programme

on

"Export Management Skills for Coir Exporters"
Alleppey



Use Coir – Go Green

Coir Board

(Ministry of MSME, Government of India)
Coir House, M G Road, Ernakulam - 682016
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IIFT Bhawan, Qutab Institutional Area,
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Management Development Programme
on
“Export Management Skills for Coir Exporters”
Alleppey

Objective

The complexities of today's fast-changing world and the unpredictability of consumer demands have significantly increased the risk associated with business decision, especially in the international arena. These changes have created new knowledge needs for the management to consider when evaluating any decision. The Management Development Programme (MDP) aim at developing skills and professional competency among the participants and equip them with knowledge so as to keep pace with the emerging challenges.

Coir Board has been acting as a catalytic agent to promote the exports of coir products by skillful planning, meticulous market exercise and through visible tools like organizing seminars, conducting workshops, getting projections of different markets through surveys, collection of data, and exploring nascent markets.

With the objective of developing an integrated approach among the coir manufacturers and exporters towards enriching Export Management Skills to deal with the growing demand and changing scenario of the coir market in India, Europe and Rest of the World, Coir Board is organizing three days' Market Development Programme on “Export Management Skills for Coir Exporters” at **Alleppey**. The Management Development Programme will be conducted by the Indian Institute of Foreign Trade (IIFT), New Delhi, which is an International Business School and Deemed University functioning under the administrative control of the Ministry of Commerce & Industry, Government of India to help to professionalize the country's foreign trade management and increase exports by developing human resources.

Participants

Any Coir exporter/manufacturer or their marketing/senior level executive officials of other Commodity Board's/EPCs can participate in this programme. The number of participants being admitted for each programme will be restricted to 35. In the event of receiving nominations more than 35, participants will be selected on first come first served basis.

Participation Fee

To defray expenses and cost of the Programme Kit, it is proposed to charge a participation fee of Rs 1,000/- per participant for the three day programme. The fee shall be remitted by NEFT/RTGS as per the details given below:

| Name of Beneficiary | Name of Bank | Bank Branch | IFSC CODE | A/C No |
|--|------------------------|---------------------|-------------|-------------|
| THE SECRETARY COIR BOARD NON PLAN A/C | State Bank of India | Ravipuram, Kochi | SBIN0070261 | 57009832813 |

Registration

The registration form is attached and is also available at Coir Board website. The form, duly filled in, may be send back to Coir Board along with Bank transfer details towards participation fee to the E-mail ID: expocoirboard@gmail.com / expo@coirboard.org.

Management Development Programme
on
“Export Management Skills for Coir Exporters”
at
Alleppey

REGISTRATION FORM

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|---|---|
| Duration | 25-27 May, 2022 |
| Venue | Ramada Alleppey Nehru Trophy Boat Race Finishing Point Stadium, Punnamada, Finishing Point, Alappuzha, Kerala 688013 Phone: 0477 224 0001 |
| Name of the Participant (in BLOCK LETTERS) | Mr./Ms. |
| Designation | |
| Name of the Company | |
| Address | |
| Mobile No. | |
| Email ID | |

Payment Details

| | |
|--------------------|--------------|
| UTR No.: | Date: |
| Amount (Rs) | |

Signature