



कयर बोर्ड COIR BOARD

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

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Trade Circular No. 3 dated 19 May, 2022

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 Coimbatore.

Duration: 29-31 May, 2022

Venue: **Gokulam Park Coimbatore**
16/2, Avinashi Rd, Mylampatti, Chinniyampalayam,
Coimbatore, Tamil Nadu 641062
Phone: 0422 452 3030

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" *Coimbatore*



(Ministry of MSME, Government of India)
Coir House, M G Road, Ernakulam - 682016
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Web: www.coirboard.gov.in
Email: expo@coirboard.org.iift



Indian Institute of Foreign Trade,
IIFT Bhawan, Qutab Institutional Area
New Delhi - 110 016
Phone: 011 26968318
Web: www.iift.edu
Email: mdp@iift.edu

Management Development Programme
on
“Export Management Skills for Coir Exporters”
Coimbatore

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 **Coimbatore**. 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
Coimbatore

REGISTRATION FORM

Duration	29-31 May, 2022
Venue	Gokulam Park Coimbatore 16/2, Avinashi Rd, Mylampatti, Chinniyampalayam, Coimbatore, Tamil Nadu 641062 Phone: 0422 452 3030
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