



कयर् बोर्ड Coir Board

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

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Trade Circular No.7 dated 07 August 2023

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 Hyderabad.

Duration: 23-25 August, 2023

Venue: National Institute for Micro Small and Medium Enterprises
(ni-msme)
Street Number 4,
Rahmat Nagar,
Yousuf guda, Hyderabad,
Telangana 500045

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 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.

Registration link for participation: <https://forms.gle/sqsPxHHZsRAEyoSo8>

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.

Sd/-
SECRETARY

To:

All Regd. Exporters /Manufacturers
All Coir Exporters' Associations
(Issued from file No. [I-12019/14/2022-EXPORT MARKETING-I](#))



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
Government of India

Management Development Programme

on

“Export Management Skills for Coir Exporters”



(Ministry of MSME, Government of India)
Coir House, M G Road, Ernakulam - 682016
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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”

Objective

In today's rapidly changing world and with the unpredictability of consumer demands, business decisions, especially in the international arena, have become increasingly risky. These dynamic shifts have given rise to new knowledge requirements for management when evaluating any decision. The Management Development Programme (MDP) aims to address this challenge by developing skills and enhancing professional competency among the participants, equipping them with the necessary knowledge to adapt to emerging challenges.

The Coir Board has played a pivotal role in promoting the exports of coir products through strategic planning, meticulous market exercises, and various proactive measures. These initiatives include organizing seminars, conducting workshops, conducting market surveys to gather data, and exploring potential markets.

With the objective of fostering an integrated approach among coir manufacturers and exporters to enhance Export Management Skills, the Coir Board is organizing a three-day Management Development Programme on "Export Management Skills for Coir Exporters." This program aims to help participants effectively deal with the growing demand and evolving landscape of the coir market in India, Europe, and the Rest of the World.

The Management Development Programme will be conducted by the prestigious Indian Institute of Foreign Trade (IIFT), New Delhi. IIFT is an internationally renowned business school and Deemed University operating under the administrative control of the Ministry of Commerce & Industry, Government of India. Its primary focus is to professionalize the country's foreign trade management and bolster exports by developing skilled 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.

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.

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Registration

Since seats are limited, pre-registration is mandatory. Participants will be accommodated on a first come first served basis. The registration form is attached and is also available at Coir Board website.

Registration link for participation: <https://forms.gle/sqsPxHHZsRAEyoSo8>
