



# कयर 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. 4 dated 14 June 2024**

Coir Board is organizing a two-day **Management Development Programme (MDP) on “Export Management Skills for Coir Exporters”** in coordination with Inter University Centre for IPR Studies (IUCIPRS), Cochin University of Science and Technology (CUSAT) at Amalapuram, Andhra Pradesh.

**Duration:** 28-29 June, 2024  
**Venue:** SRI KALA GRAND Residency  
D.No.3-2-16. Bank Street  
K.Agraharam, Amalapuram  
Andhra Pradesh – 533 201

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 for study material cost is Rs.1,000/- per person for two-day programme. The number of participants is limited to **35 to 40** 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.

Sd/-  
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”*



(Ministry of MSME, Government of India)  
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Inter University Centre for IPR Studies  
(IUCIPRS),  
Cochin University of Science and Technology,  
Cochin University P.O, Kochi- 682022.  
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**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 Inter University Centre for IPR Studies under Cochin University of Science and Technology. Inter University Centre for IPR Studies (IUCIPRS) is an autonomous institution established by the Government of Kerala in Cochin University of Science and Technology.

**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 to 40.

**Participation Fee**

To defray expenses and cost of the Programme Kit, it is proposed to charge a study material cost of Rs 1,000/- per participant for the Two-day programme.

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