



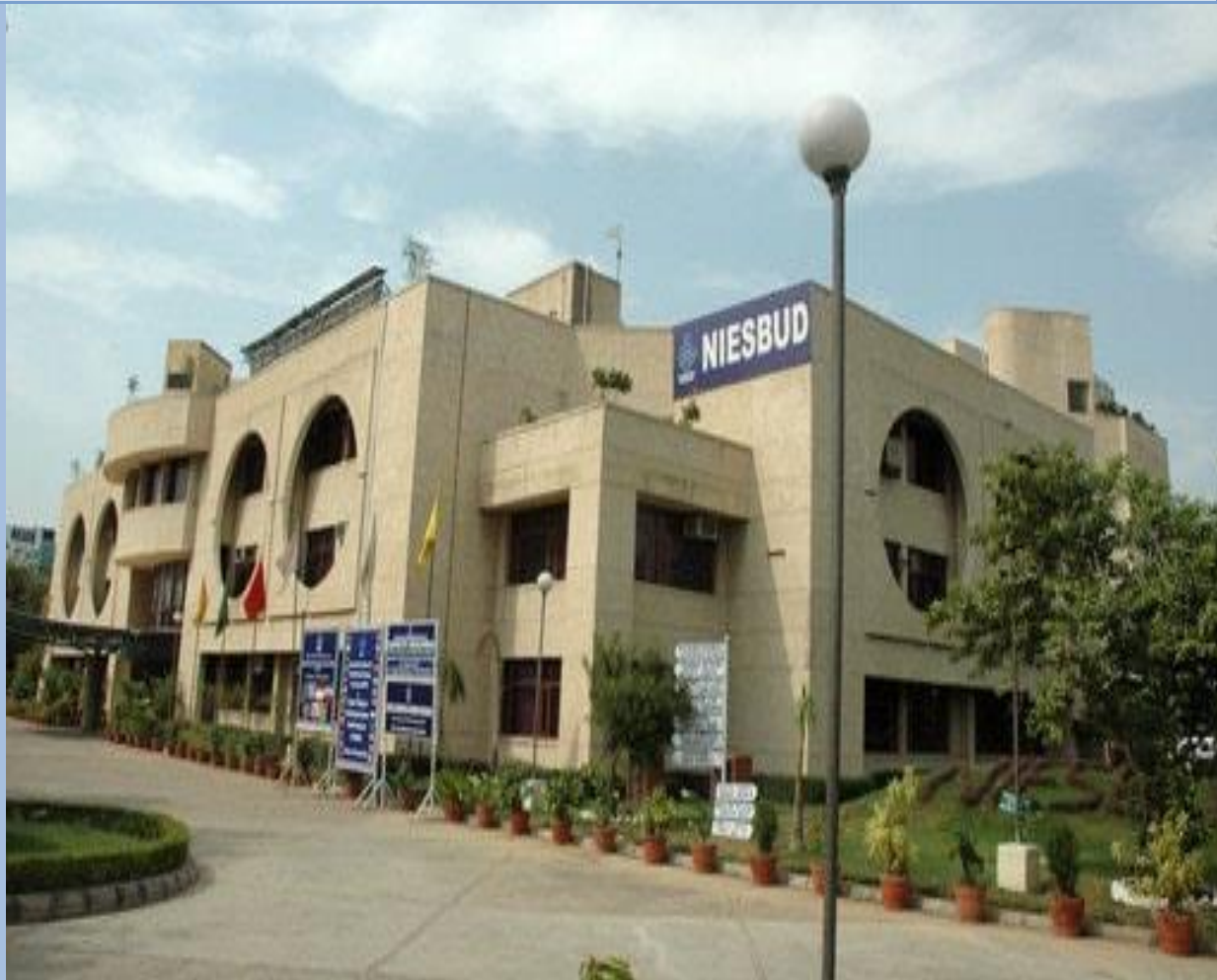
# Online EDP on How to Start Your Export-Import Business : Procedure & Documentation (22 Sept – 24 Sept 2020)

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*The National Institute for Entrepreneurship &  
Small Business Development (NIESBUD)  
A-23, Sector-62, Noida*

**Web - [www.niesbud.nic.in](http://www.niesbud.nic.in)**

## About NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes ,Export Import Procedure & Documentation Programme,and Cluster Intervention. NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46438 different training programmes since inception. This includes 5011 international participants hailing from more than 145 countries throughout the globe.

## **ONLINE ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON HOW TO START YOUR EXPORT-IMPORT BUSINESS : PROCEDURE & DOCUMENTATION**

Increasing globalization and liberalization of the world economy has seen a rapid increase not only in the growth of the international trade but also in the complex nature of problems posed by sweeping changes in the systems of international business. This program aims to equip the exporters and entrepreneurs with comprehensive knowledge and skills on various aspects of International business including the structure of International trade operations, regulatory guidelines, documentary formalities, shipping documents, packaging, security in international trade, transaction cost, freight forwarding, logistics and role of the other intermediaries etc.

Budding Entrepreneurs wishing to enter the international business field should need to have an in- depth understanding of doing business across various global markets. The primary objective of the program therefore is to build knowledge on the key aspects of export/import management. Assignment and assessment in the program ensures that the participant has, indeed, imbibed both the knowledge and its applications thus enabling them to become the world class entrepreneurs in the fast changing global environment.

### **OBJECTIVE OF THE PROGRAMME**

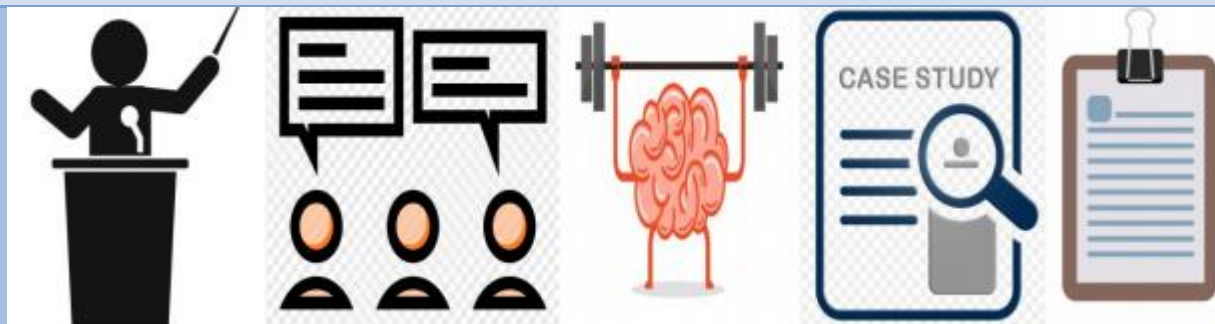
- + To develop entrepreneurship mind set in export-Import Trade;**
- + To enhance the knowledge and skills of the participants to understand overall perspective of the international business environment;**
- + To help participants to understand foreign trade policy, procedure & its benefits;**
- + To discuss the techniques of identifying export opportunities and undertake export marketing in New Normal situation.**

### **COURSE CONTENTS**

- + Business Opportunity in International trade**
- + Product and Market Selection in International trade**
- + International Trade Documentation**
- + Support Ecosystem in International trade**
- + Risk Management in International Trade**
- + Online Marketing & Finding Buyers in International trade**
- + Import & High Sea Sales**

## PROGRAMME METHODOLOGY

The programme methodology consists of lecture, discussions, exercises, case studies and assignments. The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator led courses which will have in-house and practical activities along with self-learning sessions.



## SESSION PLAN

The course is rich in content and covers almost everything to make you understand entire export-import business process. The detailed session plan of the program is attached below:

SESSION	SESSION DETAIL
Business Opportunity in International trade	<ul style="list-style-type: none"> <li>+ Opportunities in Export Import Sector</li> <li>+ Difference between Domestic and International Business</li> <li>+ Role of International Organizations</li> <li>+ Role of Indian Organizations &amp; applicable Act</li> <li>+ Export Cycle</li> <li>+ Export Import License - IE Code</li> </ul>
Product and Market Selection in International trade	<ul style="list-style-type: none"> <li>+ Selection of product for Export                             <ul style="list-style-type: none"> <li>+ Importance of Product Selection</li> <li>+ Special Care for Selection of Product for Export</li> <li>+ Sources to Find New Product</li> <li>+ Product Research and Knowledge</li> <li>+ Preparing 100 - FAQs of your Product (Know Your Product)</li> </ul> </li> <li>+ Selection of Market Export                             <ul style="list-style-type: none"> <li>+ Importance of Market Selection &amp; Identifying Potential Market</li> <li>+ Export Import Statistics</li> <li>+ Role of Trade Promotion Organization</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>✚ Importance &amp; Procedure tissue RCMC - Registration Cum Membership Certificate</li> <li>✚ Importance of Trade Fairs &amp; Exhibition for Export Promotion</li> <li>✚ Export Incentives on Export Marketing - MDA</li> <li>✚ Free Trade Agreements</li> </ul>
<p><b>International Trade Documentation</b></p>	<ul style="list-style-type: none"> <li>✚ Payment Terms</li> <li>✚ Various Types of Payment Terms</li> <li>✚ Risk Involved in Various Payment Terms</li> <li>✚ Introduction to Letter of Credit - UCPDC</li> <li>✚ Pre &amp; post shipment Procedure and Documentation</li> </ul>
<p><b>Support Ecosystem in International trade</b></p>	<ul style="list-style-type: none"> <li>✚ Government of India's Policy on Export Incentive</li> <li>✚ Foreign Trade Policy &amp; Export Incentive Schemes</li> <li>✚ Pre shipment Incentives Advance License / EPCG</li> <li>✚ Post Shipment Incentives: Duty Drawback schemes / MEIS / SEIS / MDA / Status Holder Certificates / Latest updated Schemes</li> <li>✚ Procedure to obtain Digital Certificate for Online Application</li> <li>✚ Online Submission of Documents for Claiming Export Benefits</li> </ul>
<p><b>Risk Management in International Trade</b></p>	<ul style="list-style-type: none"> <li>✚ Organizing Finance for starting export business</li> <li>✚ Instruments of Trade Finance</li> <li>✚ Currency Risk Management</li> <li>✚ FEMA Guidelines</li> <li>✚ Understanding Risk in International Market</li> <li>✚ Product Risk</li> <li>✚ Foreign Exchange Risk</li> <li>✚ Credit Risk covered through ECGC</li> <li>✚ Export Import Finance <ul style="list-style-type: none"> <li>✚ Pre and Post Shipment Finance</li> <li>✚ Difference Between CC / PCFC</li> <li>✚ Types of Limits/Accounts</li> <li>✚ Project Finance</li> <li>✚ Suppliers Credit &amp; Buyer's Credit</li> </ul> </li> </ul>
<p><b>Online Marketing &amp; Finding Buyers in International trade</b></p>	<ul style="list-style-type: none"> <li>✚ What is Online Marketing?</li> <li>✚ Tools of Internet marketing</li> <li>✚ List of Business Directories</li> <li>✚ Sources of finding buyers</li> <li>✚ Identifying the right Buyer</li> </ul>

	<ul style="list-style-type: none"> <li>+ Communication barriers &amp; Techniques</li> <li>+ Reaching the Right Person</li> <li>+ Language Problem with Solution</li> <li>+ Methodology of Communication</li> </ul>
<p><b>Import &amp; High Sea Sales</b></p>	<ul style="list-style-type: none"> <li>+ Import <ul style="list-style-type: none"> <li>+ Opportunities in Import</li> <li>+ Import Cycle</li> <li>+ Procedures on Customs Clearance</li> <li>+ Calculation of Customs Duty</li> <li>+ Import Documentation</li> </ul> </li> <li>+ High Sea Sales <ul style="list-style-type: none"> <li>+ Documents required for High Sea Sales</li> <li>+ High Sea Sale Agreement</li> <li>+ Third Country Export</li> </ul> </li> </ul>

**NB: Certificate would be awarded to participants post completion of the training program.**

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**PROGRAMME SCHEDULE**

<b>Date</b>	<b>Session</b>	<b>Timing</b>	<b>Topic</b>
<b>22 Sept 20</b>	I	10.30 – 11.00 AM	Program Inaugural Address
	II	11.00 AM – 1.00 PM	Business Opportunity in International trade
	III	2.00 PM – 4.00 PM	Product and Market Selection in International trade
<b>23 Sept 20</b>	I	11.00 AM – 1.00 PM	International Trade Documentation
	II	2.00 PM – 4.00 PM	Support Ecosystem in International trade
<b>24 Sept 20</b>	I	11.00 AM – 1.00 PM	Risk Management in International Trade
	II	2.00 PM – 4.00 PM	Online Marketing & Finding Buyers in International trade
	III	4.00 PM – 5.00 PM	Import & High Sea Sales
			Feedback & Valedictory Remarks

## Programme Fee

The Programme Fee is Rs. 3000 + 540 (GST) = Rs. 3540 Per Participant. Trainees can pay programme Fee online during the registration through payment gateway.

## Registration Link

<http://niesbudtraining.org/Programs/Default.aspx?ProgramID=1393>

## For Details Contact

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