

PROSPECTUS

Six Months
CERTIFICATE TRAINING PROGRAM ON
“AGRI-EXPORT AND IMPORT MANAGEMENT”

Organized By
“Indo-German Cooperation Project on Agricultural Market Development”

With Knowledge Partner
CCS National Institute of Agricultural Marketing

Supported by
Agricultural and Processed Food Products Export Development Authority



Coriander



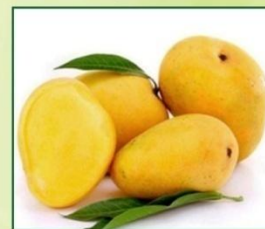
Cumin



Turmeric



Chili



Mango



Ginger

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Introduction

The Indo-German Cooperation on Agricultural Market Development project is intended to contribute to the sustainable economic growth of India's agricultural sector and improve livelihoods in rural regions. The project's goal is to support India's strategy for modernizing agricultural markets.

In order to achieve project results, the project directly works with the Department of Agriculture and Farmers Welfare (DA&FW) and its associated institutions including: the National Institute of Agricultural Marketing (NIAM); and the Directorate of Marketing and Inspection (DMI) at the national level; the Agricultural Produce Market Committee (APMC) at the federal-state level; and Farmer Producer Organizations (FPOs) at the local level. The project also intends to work with Agricultural and Processed Food Export Development Authority (APEDA) and Spice Board of India representatives that are engaged with international export-import of agricultural commodities (fruits, vegetables, and Spices) in India.

The project under its result area, *"Strengthened capacities of government institutions and other relevant actors"*, endeavours developing an online certificate training program on "Agri-Export and Import Management", specifically targeting the stakeholders from three of its pilot states, namely Rajasthan, Uttar Pradesh, and Odisha. The primary objective of the online certificate training program is to equip training participants with comprehensive knowledge and skills on the various key aspects of international Agri business management, specifically targeting the European Union (EU) markets. The training program will enhance the knowledge on international market management; outlook to identify markets and buyers; Indian and EU trade policies; import regulations and associated incentives; Agri trade logistics & management; emerging foreign trade policies; and tools for enhancing price competitiveness in the global markets.

Training Participant Partnerships



Objectives

The online certificate training course would largely focus on – India's Agri-Food Trade Policies and Export Incentives; European Union Agri -Food Trade Policies and Import Regulations; Product and Market Identification for Exports; International

Marketing Management; Trade Operations and Documentations; Agri-Trade Logistics and Customs Regulation; International Trade and Finance; and lastly developing an Industry Interface with Indian Exporters and EU Importers.

The specific objectives of the certificate training program on Agri Export and Import management are –

- ❖ To build knowledge and skills of Indian participants from the project pilot states on the key aspects of import- export management, specifically targeting the opportunities with the European Union (EU) markets;
- ❖ Within the governmental institutional architecture, the project pilot states will have well trained human resources on Agri-export import management that provide policy advice, supports implementation of state Agri-export policy and Agricultural Market Development (AMD) project activities; and
- ❖ Develop an interactive industry interface between the Indian exports and European Union imports that share challenges, barriers, and probable solutions and identify opportunities.



Targeted Training Participants

- ❖ **Indian Participants:** From each pilot states of the project (Rajasthan, Uttar Pradesh, and Odisha), participants will be nominated by the state government. Officials from Agriculture and Marketing division/APMCs, state representative from Directorate of Marketing and Inspection (DMI), leading Exporters/ Agri-startups/ FPO CEOs/ FPOs resource institutions will be the major targeted training participants. Additionally, participants will be invited from the commodity boards to participate in the training program.
- ❖ **European Union Participants:** Importers from EU countries that have prior business operation experiences in India will participate in Module 8.

Course Structure Modules

The certificate training program on Agri-Export and Import Management is planned to be segmented in 8 different training modules with an Industry Interface meeting.

- **Module 1:** India's Agri-Food Trade Policies and Export Incentives
- **Module 2:** European Union Agri -Food Trade Policies and Import Regulations
- **Module 3:** Product and Market Identification for Exports
- **Module 4:** International Marketing Management
- **Module 5:** Trade Operations and Documentations
- **Module 6:** Agri-Trade Logistics and Customs Regulation
- **Module 7:** International Trade and Finance
- **Module 8:** Industry Interface (Indian Exporters and EU Importers)



Modules Overview

Module 1: India's Agri-Food Trade Policies and Export Incentives:

S.No	Topic
1	Discuss Export Incentives, Duty Neutralization
2	Capacity Building Schemes
3	The Foreign Trade Policy of India
4	The Process and Procedure of Availing All Export Import Benefits/ Authorizations



Module 2: European Union Agri -Food Trade Policies and Import Regulations:

S.No	Topic
1	Discuss evolving market segmentation in EU, import regulatory requirements, food quality standards and certifications requirements
2	The scope of promoting novel, indigenous organic, ethnic, traditional, and non-traditional Agri-product exports; as well as the existing institutional systems in EU
3	Access, tackling tariff and non-tariff barriers
4	Integrating global value chains



Module 3: Product and Market Identification for Exports:

S.No	Topic
1	Discuss the methodology of identifying the best products
2	Consumer behaviours
3	The most potential export markets based on import demands
4	Competition
5	Tariff & non-tariff barriers
6	Non-tariff barriers, especially SPS/ TBT measures
7	Buying leads in importing EU countries
8	Product and Market Identification for Exports in EU countries



Module 4: International Marketing Management:

S.no	Topic
1	International product decision
2	Product adaptation
3	Entry mode in EU Markets
4	Choosing appropriate marketing channels
5	Export pricing methods
6	Promotion for global reach
7	Social media/digital marketing
8	Establishing your own brand



Module 5: Trade Operations and Documentations:

S.no	Topic
1	Getting started in Export-Import
2	Understanding of export-import documentation
3	Drafting an export sales contract, Issues in international business
4	Negotiating suitable INCO Terms
5	Procedure for clearance of export-import cargo, duty assessment and payment of import cargo, export clearance and incentive assessment



Module 6: Agri-Trade Logistics and Customs Regulation:

S.no	Topic
1	Discuss the customs clearance of goods, especially issues that Agri exporters
2	Levels of export and import operations
3	Issues of logistics of agricultural products from origin to destination covering elements such as containerization, palletization, unitization
4	Packing, labelling, marking, Choice of modal transport
5	Multimodal transport, risks involved in logistics and role of logistics intermediaries



Module 7: International Trade and Finance:

S.no	Topic
1	Discuss how to organize for pre shipment and post shipment finance
2	Methods of payments (L/C, UCP)
3	Instruments of trade finance
4	Currency risk management, Fema guidelines



Module 8: Industry Interface (Indian Exporters and EU Importers):

Get unparalleled hands-on exposure to how major Indian Agri exporters are expanding their footprint and building international brands. Top industry leaders from diverse product segments will share their experiences on how they grew their international business, identified opportunities, interfaced with relevant buyers, overcame challenges, etc. They will also share practical insights on current trends and business strategies to build a successful export venture.

Scheduling of Classes

Overall, the 8-course module may be structured in total 42 sessions. Outline of the course structure is given in the table1 below.

Table 1 Course Module

S.No	Course Module	Tentative number of sessions	Module coordinator
1	Module 1: India's Agri-Food Trade Policies and Export Incentives	4	Indian
2	Module 2: European Union Agri -Food Trade Policies and Import Regulations	4	European Union/ International
3	Module 3: Product and Market Identification for Exports	8	Indian
4	Module 4: International Marketing Management	8	Indian
5	Module 5: Trade Operations and Documentations	6	Indian
6	Module 6: Agri-Trade Logistics and Customs Regulation	6	Indian
7	Module 7: International Trade and Finance	6	Indian
8	Module 8: Industry Interface (Indian Exporters and EU Importers)	2 events in the last week	Indian and European Union

Table 2 Scheduling of the online class sessions

Scheduling of online class sessions	
Number of months (Online classes 6 Months + Industry Interface (2 weeks))	6 Months
Number of weeks	36
Days of online classes per week	Selected weekends (Saturday or Sunday) or selected Weekday after 6 pm (IST) for any specific need
Total Number of classes per week	2
Duration of each session/ class	1.5 hours
Total number of classes in for the Certificate training program	42
Total number of course hours	63 hours



Pedagogy

- ❖ All class sessions will be delivered live and facilitate two-way interaction among participants and faculty via the online mode.
- ❖ The pedagogy will comprise of a balanced mix of lectures, case studies, live corporate examples and general discussions.
- ❖ All enrolled participants will be provided access to the Learning Course Materials and numerous useful documents as designed by the course instructor.
- ❖ There will be synergy between peers and faculty members through discussion forums/chat to build a blended learning community.
- ❖ The course may require participants to work on Individual/group assignments and/or assessments. The main objective is to help them apply their conceptual learning in the course to actual organizational decision-making scenarios.
- ❖ After each module, an assessment exercise will be conducted.

Assessment Process

- ❖ A minimum of 70% attendance to the LIVE lectures is a prerequisite to make the participants eligible for the examination.
- ❖ The participants will have to secure a minimum of 50% marks in each module to be awarded the Certificate.
- ❖ Evaluation methodology should be at the discretion of the course instructor, and may include online assessments, assignments, presentations, projects, or any other component as decided by the course instructor. All internal and final examinations will be conducted online.
- ❖ Training participants do not have to come to any campus for the examinations and evaluations.



Duration of Training Program

The training program will be launched in mid of October 2022. The training program course is tentatively planned to start from November 2022 and ends in April 2023. After the course completion in March 2023, two industry interface meetings in the last week of April 2023 will be planned. The evaluations and certification processes need to be completed in the next 2 weeks after the completion of the course. Overall, the components of the course will be completed by end April 2023.

Joint Certification

The AMD project along with NIAM and APEDA as host Indian organization will provide joint to all the training participants that pass the evaluation process.

Contact Us



FOR FURTHER INFORMATION

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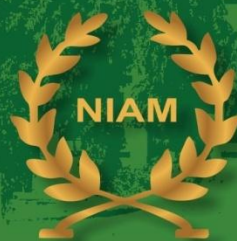
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