

ABOUT THE RESOURCE PERSON

Dr. Vijesh Jain is a consultant, trainer and an executive coach with 34 years of rich experience in academics, research, global business, international partnerships, collaborations, and executive training. He holds a Ph.D. Degree. He holds a master's degree in international business and is a chemical engineer. He has completed various certifications & trainings from Harvard University, USA.

MENTOR

Dr. Jayanthi Ranjan, Dean, SBS, Sharda University jayanthi.ranjan@sharda.ac.in

CONVENERS

Dr. Animesh Singh

Associate Professor & Area Chair-IB
SBS, Sharda University

Email: animesh.singh1@sharda.ac.in

Mob: 9212180556

Dr. Arora Gaurav Singh

Assistant Professor
SBS, Sharda University

Email: gaurav.arora1@sharda.ac.in

Mob: 9971126599

Dr. Vineet Gupta

Assistant Professor
SBS, Sharda University

Email: vineet.gupta1@sharda.ac.in

Mob: 9873123024

LAST DATE FOR REGISTRATION:

April 27th, 2022, E-Certificates will be given to participants

For Queries Contact: +91 9212180556 (This is a WhatsApp Number too)

SHARDA UNIVERSITY CAMPUS

Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR)-201310

Phone: 0120-4060210/11 | Helpline: 0120-4570000 | Website: www.sharda.ac.in



SHARDA
UNIVERSITY
Beyond Boundaries



*in Association with
Laghu Udyog Bharati
is Organizing*

A 7-Day MANAGEMENT DEVELOPMENT PROGRAM

HOW AND WHAT TO EXPORT: A COMPREHENSIVE CAPSULE

DATE: 30th April to 8th May, 2022

VENUE: ONLINE

www.sharda.ac.in

ABOUT THE EVENT

This Management Development Program is an initiative of the International Business area, at the School of Business Studies, Sharda University. It targets to engage with the small businesses (MSMEs), budding entrepreneurs, students, managers who would like to know the process of exports and related modalities.

- Process of setting up of export organization
- Various mandatory requirements
- How to find buyers
- Knowledge of international markets that attract specific goods and commodities
- Complete procedure of exports and imports
- Various schemes available for the exporters

WHO SHOULD ATTEND

OFPOs, FPOs, Small businesses (MSMEs)

Budding entrepreneurs

Passing out Students

Managers and Executives wanting to learn exports and imports

DURATION

Beginners Module

30th April & 1st May, Time - 11 am to 1.00 pm, & 2.00 pm to 4 pm

2nd to 4th May – Project days

Advance Module

7th May & 8th May, Time - 11 am to 1.00 pm, & 2.00 pm to 4 pm

THE PROGRAM SCHEDULE IS DIVIDED INTO TWO PARTS

Part A. Beginners Module

Day 1 (2+2 Hours) Topics Covered

Session 1: How to setup an exports organization

- Different choices of organizational status/form of Exports
- Legal compliances to set up exports Business
- Registrations with requisite bodies in India
- Bank formalities to operate as an exporter and to be able to deal in foreign exchange

Session 2: Identifying products, finding buyers and generating business from overseas

- How to identify Product for Exports?
- Preparations to be done before soliciting export orders.
- How to identify markets, buyers? Doing desk research and primary exploration
- How to screen buyers and finalize export contracts?

Day 2 (2+2 Hours) Topics Covered

Session 1: Exports documentation and procedures- Part 1

- Typical exports transaction framework and procedure
- Typical pre-shipment and post-shipment export documentation

Session 2: Exports documentation and procedures- Part 2

- Understanding transport Documents
- Common mistakes done by exporters in documentation and procedures

Part B. Advanced Module

Day 3 (2+2 Hours) Topics Covered

Session 1: Foreign trade policy of India and its impact on exports business

- Overview of foreign trade policy of India
- Important provisions of foreign trade Policy of India

Session 2: Exports incentives and support by government of India

- Several Exports Incentives and export promotion schemes in India

Day 4 (2+2 Hours) Topics Covered

Session 1: All about receiving international payments

- All about letter of credit / documentary credit
- Understanding UCP 500/600

Session 2: All about INCOTERMS 2020

- What are INCOTERMS
- What are INCOTERMS 2020
- Difference between INCOTERMS 2010 and 2020

REGISTRATION FEE & THE DETAILS

The participants who wish to register for the Beginners Module **Rs. 850/- Plus (18% GST) = Rs. 1003/-**

The participants who wish to register for the Beginners Module & Advanced Module **Rs. 1699/- Plus (18% GST) = Rs. 2005/-**

Bank Name: ICICI Bank Ltd.

Branch Address: Krishna Apra Royal Plaza, D-2, E(acb), Alpha-1, Greater Noida, Gautam Budh Nagar, UP- 201306

Account Holder Name: Sharda University-Seminar

Account No.: 025405005815

IFSC Code: ICIC0000254

SWIFT Code: ICICINBBCTS

MICR Code: 110229037



LINK FOR REGISTRATION

<https://forms.gle/ZAXS6vtwHmTRFoBL7>