



ONLINE CERTIFICATE TRAINING COURSE ON “AGRI-EXPORT AND IMPORT MANAGEMENT”

Launched by
CCS National Institute of Agricultural Marketing

Supported by
Indo-German Cooperation on Agricultural Market Development Project



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Introduction

This training course primarily focuses on equipping the training participants with comprehensive knowledge and skills on various key aspects of international agri-business management, specifically targeting the European Union (EU) markets. This training program is an extended offer from CCS NIAM and was earlier implemented jointly with the Indo-German Cooperation on Agricultural Market Development (AMD) project. The training course is the first of our Online Training Course which we are now making publicly available for all the interested specialties working in the agri-business sector.

The online certificate training course is 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.

Course was developed jointly by the Indo-German Cooperation on Agricultural Market Development ('AMD Project')



The six months certificate training program on “Agri-Export and Import Management” was organized by the “Indo-German Cooperation Project on Agricultural Market Development" with Knowledge Partner CCS National Institute of Agricultural Marketing and was supported by the Agricultural and Processed Food Products Export Development Authority and Spice Board of India. The training program was initially attended by 98 Indian participants and was completed in April 2023.

The Agri-Export Import Management Online Training Course (AEIM-OTC) is now available for all the interested specialties working in the agri-business sector.

Objectives

The specific objectives of the Online Training Course on Agri Export and Import management are –

- ❖ To build knowledge and skills of Indian participants on the key aspects of import- export management, specifically targeting the opportunities with the European Union (EU) markets;
- ❖ To enhance the knowledge on Agri-export import opportunities, challenges, barriers, and probable solutions that can be applied to support implementation of state Agri-export policy and Agricultural Market Development initiatives; and
- ❖ To encourage young entrepreneurs and start-ups to further explore international markets and opportunities.

Course Structure

The overall training course is composed of seven modules. Each module is composed on 4 to 8 separate sessions/ lessons, resulting in a total of 44 sessions/ lessons for the entire training course. Each module is undertaken by a separate course instructor and a recorded online presentation of all the sessions with a duration of approximately 1.5 hours is available freely.

The details of the module and their sessions are outlined below.

- **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

Modules Overview and Sessions Coverage

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



Who Should Apply

The online certificate training course on “Agri-Export Import Management is specifically targeting -

- Stakeholders and officials from agriculture and marketing divisions
- Young Exporter / Entrepreneur
- Agri-Startups
- Farmers Producer Organizations
- Representatives of commodity boards
- Students of agricultural marketing and agri-business

Free Access to all the course and training materials

All the course materials are freely available for self-study. This includes video recordings of the online lectures and presentations of the instructors. However, to access the course material, online registration to the course is required.

Access the Online Modules and Lessons

Access the information and the materials for each module by clicking on the respective module below -

- PLEASE REGISTER to the course to access all the learning materials.
- You will access the page with all the curricula and lessons for this module.
- You can view and explore all lessons and view all recorded video conferences for your self-study at your own pace.
- Complete all the session under each module.
- After completing all the sessions under the module, attempt the module wise quiz /test.
- Once you complete and qualify all the tests under each module you can download a system generated online certificate of course completion.

Certificate

Once you have registered for the course and complete all the sessions and lectures, you will be required to qualify module wise tests. If you qualify all the tests with more than 60% of marks in each test, you will receive a system generated certificate of “Certificate of Course Completion”.



Contact Us



FOR FURTHER INFORMATION

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