



MSME

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Management Development Programme

Export Management Skills for Coir Exporters

Bhubaneswar • Rajahmundry • Alleppey • Pollachi • Madurai • Guwahati



कयर बोर्ड
COIR BOARD



Indian Institute of Foreign Trade

Export Management Skills for Coir Exporters

Objective

The complexities of today's fast-changing world and the unpredictability of consumer demands have significantly increased the risk associated with business decision, especially in the international arena. These changes have created new knowledge needs for the management to consider when evaluating any decision. The Management Development Programme (MDP) aim at developing skills and professional competency among the participants and equip them with knowledge so as to keep pace with the emerging challenges.

Coir Board has been acting as a catalytic agent to promote the exports of coir products by skillful planning, meticulous market exercise and through visible tools like organizing seminars, conducting workshops, getting projections of different markets through surveys, collection of data, and exploring nascent markets.

With the objective of developing an integrated approach among the coir manufacturers and exporters towards enriching Export Management Skills to deal with the growing demand and changing scenario of the coir market in India, Europe and Rest of the World, Coir Board is organizing three days' Market Development Programme on "Export Management Skills for Coir Exporters" in Bhubaneswar, Rajahmundry, Alleppey, Pollachi, Madurai & Guwahati. The tentative dates, venues and coordinating officers are as below:



S. No.	Location	Dates	Venue	Coordinating Officer
1	Bhubaneswar (Odisha)	18-20 Sep 2015	Hotel Excellency, Ashok Nagar, Near UCO Bank, Bhubaneswar	Shri. Deshbandhu Das, Junior Inspector, Coir Board, Regional Office, Tel: 0674-2350078 Mob: 09438677378 Email:robbsrcoirboard@gmail.com
2	Rajahmundry (Andhra Pradesh)	21-23 Sep 2015	Hotel Riverbay, Gautam Ghat, Rajahmundry, PIN-533101, AP	Shri. M.Ramachandra Rao, Instructor, Coir Board Regional Office, Rajahmundry. Tel : 0883-2420196 Mob: 09247798246 Email: coirboardrorjy@yahoo.co.in
3	Alleppy (Kerala)	14-16 Oct 2015	Will be fixed later	Shri. Henry Thomas, Extension Service Officer, CMS Office, Coir Board Alleppey, Tel: 0477-2245325 Mob: 09497731378 Email: coirmarkscheme@yahoo.com
4	Pollachi (Tamil Nadu)	27-29 Oct 2015	Will be fixed later	Shri. G.Poopalan, Regional Officer (i/c) Coir Board Regional Office, Pollachi Tel: 04259-222450 Mob: 08056409068 E-mail: coirpollachi@gmail.com
5	Madurai (Tamil Nadu)	2-4 Nov 2015	Will be fixed later	Same officer as above
6	Guwahati (Assam)	9-11 Dec 2015	Will be fixed later	Shri. P.Shajkumar, Extension Service Officer, Coir Board Sub Regional Office, Guwahatti. Tel:0361-2556828 Mob: 08089150927 Email: cbsroghty@gmail.com

The Management Development Programme will be conducted by the Indian Institute of Foreign Trade (IIFT), New Delhi, which is an International Business School and Deemed University functioning under the administrative control of the Ministry of Commerce & Industry, Government of India to help to professionalize the country's foreign trade management and increase exports by developing human resources. The IIFT has trained about 40,000 business professionals across 30 countries in various facets of International business and trade policy through Management Development Programmes.

Participants

Any Coir exporter/manufacturer or their marketing/senior level executive and 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 30. In the event of receiving nominations more than 30, participants will be selected on first come first served basis.

Participation Fee

To defray expenses and cost of the Programme Kit, it is proposed to charge a participation fee of Rs 2,000/- per participant. The DD/at par Cheque shall be drawn in favour of "the Secretary, Coir Board" payable at Ernakulam.

Registration

The registration form is attached and is also available at Coir Board website. The form, duly filled in, may be returned to us along with the DD/at par Cheque towards participation fee at the address given below:

Programme Director:

Dr. Vijaya Katti

Professor & Chairperson, MDP Wing,
Indian Institute of Foreign Trade,

Qutab Institutional Area New Delhi - 110 016.

Phone: 011 26968318

Email: vijayakatti@iift.edu, harkirat@iift.edu

Programme Coordinator :

Shri C M Unnikrishnan,

Development Officer (Marketing),

Coir Board, Coir House,

MG Road, Kochi - 682016,

Tel: 0484-2362751/2383313 Cell: 0 94463 83009

E-mail: expo@coirboard.org

Coir Board

(Ministry of MSME, Government of India)

Coir House, M G Road, Ernakulam - 682016

Tel: 0484-2351900 Fax: 0484-2370034

Web: www.coirboard.gov.in

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COIR BOARD



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MANAGEMENT DEVELOPMENT PROGRAMME
in
Export Management skills for Coir Exporters

Registration Form

Duration:	
Zone: (Put a mark in the appropriate column)	Bhubaneswar <input type="radio"/> Rajahmundry <input type="radio"/> Alleppey <input type="radio"/> Pollachi <input type="radio"/> Madurai <input type="radio"/> Guwahati <input type="radio"/>
Name of the Participant (in BLOCK LETTERS)	Mr./Ms.
Designation	
Name of the Company	
Address	
Contact No.	
Fax No.	
Mobile No.	
Email ID	

Payment Details

DD/Cheque No. & Date	
Bank Name	
Amount	

Date:

Signature