

# **Sambhram Academy of Management Studies**

Affiliated to Bengaluru City University

## **Under Graduate Department of Commerce and Management**

### **Management Development Program: ‘Awareness on Export Business’**

**National Webinar Series from June 01 - June 05, 2021**

#### **The Report**

Sambhram Academy of Management Studies in collaboration with MSME Development Institute, Bengaluru organised Management Development Program titled, “Awareness on Export Business” National Webinar Series from June 01 to June 05, 2021.

The visionary Chairman of Sambhram Group of Institutions (SGI), Dr. Nagaraj V was the Chief Patron of this National Webinar Series and led the team for its fruition. Prof K. C. Mishra, Principal, Sambhram Academy of Management Studies was the patron of the Webinar series and guided the webinar team successfully. Prof C. N. Anil, Head, UG Department of Commerce and Management and IQAC Co-ordinator was the Convener of Webinar series. He along with his Department has taken an initiative to organise and conduct MDP National Webinar Series. The Webinar Organising Committee consisted of Prof Rajeshwari, Prof Latha Kumari, Prof Gopi G, Prof Sindhu P and Prof Pavithra V. K.

The objective of conducting MDP, “Awareness on Export Business” was to facilitate a learning opportunity to Entrepreneurs, Start-Ups, Exporters and Management Professionals from different organisations and Faculty from various institutions across India for their individual enrichment, business growth and development. Increase in awareness brings in more exporters and they expand export business of India. The Master of Ceremony, Prof. Rajeshwari welcomed everyone and webinar series was inaugurated with a prayer to almighty. She gave an overview of five days webinar series to all the participants.

Prof. C. N. Anil in his welcome speech welcomed Principal Prof K.C. Mishra; Shri G.R. Akadas, Director of MSME DI, Bangalore; Shri Baldev Singh, Resource Person, Assistant Director of MSME DI, Bangalore; Shri Venkat Ramesh, Resource Person, Manager, Hawe Hydraulics Private Limited and Entrepreneurs, Exporters, Management Professionals, Faculty from SAMS and other Institutions and all others who have participated in webinar from different parts of India. He said, exports are backbone of nation’s economy.

Prof K. C. Mishra in his keynote address said Institution is ever thriving to disseminate knowledge on need-based topics to encourage entrepreneurship and enrich Management Professionals. India has a great potential to expand its exports and demand for Indian products is ever increasing in international market for its quality and service. Increase in exports will significantly contribute to India becoming a global economic powerhouse in its near future.

Shri G. R. Akadas in his address expressed his happiness to collaborate with SAMS in conducting MDP National Webinar Series and congratulated the organizers for selecting an apt topic that was much needed by MSME Sector Entrepreneurs and Exporters. He said exports bring foreign exchange to the country, contribute to nation’s economic growth and create employment opportunities and MSME sector is contributing more than 40% in overall exports from India.

## Dissemination of knowledge in National Webinar Series (Day-wise Details)

### Day One

- ✓ **Sub-Topic:** Introduction and Basics of Export Business
- ✓ **Resource Person:** V Ramesh

Exports are goods and services that are produced domestically but then sold to customers residing in other countries. The objective of export is to sell surplus production, optimum utilisation of natural resources, creation of employment opportunities and increase foreign exchange reserve. Significance of exporting is having access to larger markets and diversifying market opportunities.

### Day Two

- ✓ **Session 1: Sub-Topic:** Role of MSME DI in Export Promotion, **Resource Person:** Baldev Singh

The MSME sector accounts for 45 % of total industrial production, 40% of total exports and contributes 30% of the country's GDP. The Ministry of MSME, Government of India has undertaken a strategic plan to promote MSME Exports through its schemes and programs to enable access to foreign markets. MSME DI has Export Facilitation Centre to train and guide exporters in exporting their products and services. National Resource Centre in Nagpur works towards research and enhancing existing knowledge base on exports.

### Day Two

- ✓ **Session 2: Sub-Topic:** Selection of Product and Target Market, **Resource Person:** V. Ramesh

Product Research is essentially concerned with satisfying the need of the consumers in best possible way by giving him the most optimum product. Harmonized System Code was developed by WCO as a multipurpose international product nomenclature that describes the type of goods that is shipped. Exporters use market demand analysis to understand how much consumer demand exists for a product. Key factors considered in selecting target market are product need, market performance, trade barriers, profitability etc.

### Day 3

- ✓ **Sub-Topic:** Ways of Finding Buyers and Marketing Strategies
- ✓ **Resource Person:** V. Ramesh

Global Buyer is a person employed to select and purchase products worldwide for a large manufacturing or retail business. There are two methods to find export buyers – online and offline. Branding strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. Marketing strategy is a process that can allow an organisation to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

### Day 4

- ✓ **Sub-Topic:** International Logistics and Documentation
- ✓ **Resource Person:** V. Ramesh

International Logistics is the process of planning and managing goods and products from the company to the customer – where part of the route involves crossing more than one international border. To win sales against foreign competitors, exporters must offer their customers attractive sales terms supported by the appropriate payment methods. All international purchases will be processed on an agreed incoterm to define which party legally incurs costs and risks. For Export Documentation at every stage of setting up and running an export business, the exporter has to apply, submit, obtain and produce documents along the way.

## Day 5

**Sub-Topic:** Government Support to Promote Exports

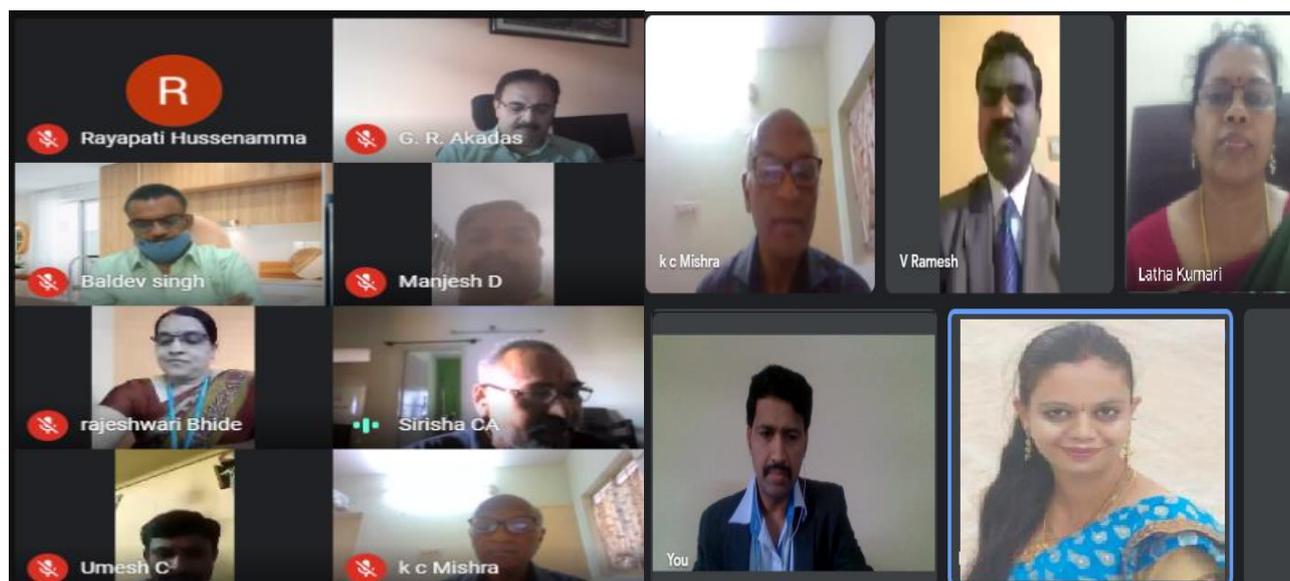
**Resource Person:** V. Ramesh

Export incentives are certain benefits exporters receive from the Government as acknowledgement for generating foreign exchange and as compensation for the costs they incur on sending goods and services out of the country. Types of export incentives are Export Promotion Schemes, Duty Exemption / Remission Schemes and EOU / EHTP / STP / BTP Schemes. The other benefits include GST, Market access etc.

### Conclusion

The MDP “Awareness on Export Business” National Webinar Series received more than 600 registrations and more than 400 active participants (cumulative) from across India. Participants thanked SAMS for providing them this learning opportunity to enrich their knowledge and skill. The success of webinar series was evident from encouraging and motivating feedback given by participants. The webinar series was concluded by Prof. Latha Kumari with her ‘Vote of Thanks’; she thanked the Management, Principal, Director of MSME DI, Resource Persons, Webinar Committee and Participants for their support and co-operation in executing the webinar series successfully and making it memorable under the leadership of Prof K. C. Mishra and guidance of Prof. C. N. Anil.

## MDP National Webinar Series Screenshots



**MANAGEMENT DEVELOPMENT PROGRAM**

**AWARENESS ON EXPORT BUSINESS**

JUNE 1 – JUNE 5, 2023  
(From 4 pm to 5 pm)

**WELCOME**

*"An investment in knowledge pays the best interest"*  
—Benjamin Franklin

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**PROGRAM**

Date	Topic
June 01, 2023	Introduction and Basics of Export Business
June 02, 2023	Selection of Product and Target Market
June 03, 2023	Ways of Finding Buyers and Marketing Strategies
June 04, 2023	International Logistics and Documentation
June 05, 2023	Government Support to Promote Exports

(101)

Participants list:

- Jyoti Mishra
- k c Mishra
- K Ssinath
- Kannan V Unnikrishnan
- karthik dixith
- Kaviya Selvan
- KFFRTHIS
- kewin genuwin

**MSME Sector Contribution**

As per NSSO survey 2015-16

- MSME Sector – 8.5 Crores
- Employment to over 12 Crores
- Potential to spread industrial growth across the country
- Through more than 8,000 products contributes...
- 37% to GDP
- 45% to total manufacturing output
- 40% to exports from the country

... has left the meeting

Participants in the meeting:

- Baldev Singh
- rajeshwari Bhide
- sindhu srikant
- Pavithravk Pavitravk
- Latha Kumari
- c.n. anil
- V Ramesh
- 87 others
- You