



BHARAT UDAAN MISSION

(EXPORT IMPORT TRAINING ACADEMY)

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CERTIFICATE COURSE IN EXPORT IMPORT MANAGEMENT

COURSE CONTENT

Brief of Indian Economy

- Scope in export import business
- Share of international trade in Indian economy
- 1991 economic reform (Liberalization)
- Commodities exported by India and Imported by India
- India's total export and Import
- India's top export destination countries
- Foreign trade policy and Hand book procedure
- India's Share in international trade (Yearly Export and Import data from India)
- Growth in international trade (Export and Import)

Technical Terms in Export and Import

- HS code (by World custom organization)
- CHA (Custom house agent) – Role of CHA, Contact to CHA, Assistance from CHA
- IEC registration (Import Export code) – Step by step procedure practically
- Export Import company formation (Partnership or Proprietor) – Step by step procedure
- RCMC registration (Registration cum membership certificate)
- ATA carnet (Merchandise passport for product)
- Re-Export trade

INCOTERMS 2020 (Responsibility of Buyer and Seller during export-import business)

- Ex-works, FCA, FAS, FOB, CFR, CIF, CPT, CIP, DPU, DAP, DDP

Payment Terms (To do safe Export-Import)

- 100 % Advance (Telegraphic Transfer)
- D/P or CAD
- D/A,
- LC (Letter of Credit), Cycle for receiving letter of credit
- Open credit
- ESCROW (Payment through gateway)

Types of Ports (Selection and Utilization)

- Sea Port
- Air Port (Cargo handling)
- ICD (Inland container depot)
- CFS (Container freight station)
- Factory stuffing
- Land customs station

Types of Containers (20', 40' Dry and High cube container)

- Standard Container
- Open Top Container
- Flat Rack Container
- Platforms (Plate) Container
- Ventilated Container
- Refrigerated and insulated Container
- Tank Container
- Break bulk cargo
- Air cargo container

Mode of Transportation (Worldwide)

- Truck
- Rail
- Ocean carrier
- Air carrier

Import Cycle

- Why import is necessary?
- Types of Importer
- What to import?
- Import opportunities in India
- Import Procedure
- Required Documents for Clearance
- Import Quotation from CHA
- Calculation of Import Duty (ICEGATE)
- Express Release and Telex Release of Bill of lading
- Bonded and Duty paid warehouses

High Sea Sales (HSS)

- What is HSS?
- Benefits of HSS
- Documentation for HSS
- Agreement

Export Cycle (Pre-Shipment and Post Shipment Process)

- Types of Exporter
- Issuing of necessary documents (IEC, RCMC, Company registration)
- Selection of product
 - What to export?
 - Important parameter in product selection
- Selection of market
 - Where to export?
 - Identification of right country to export your product

- Identifying buyers
- Generating inquiries
- Quotation, Sampling and Negotiation
- Proforma invoice or Sales contract
- Payment terms
- Production and packaging
 - Crates, Pallets, Jumbo bags, Food packaging, Drums and Bundles (As per the product)
- LUT or GST claiming process
- Custom clearance
- Logistic arrangement
- Claiming government benefits

EPCG Scheme (Export promotion of capital goods)

- What is EPCG?
- Rules and obligation of scheme
- Benefits of scheme

Proforma Invoice or Sales Contract (Practical session)

Terms for shipping quotation

- FCL
- LCL
- Volumetric weight calculation

Export Quotation (Practical session)

Online shipping quotation

Documents Movement in Export (Practical session)

- Proforma Invoice (Exporter to Importer)
- Purchase order (Importer to Exporter)
- Remittance copy (By bank)
- Purchase order-in case of merchandise export (Exporter to Manufacturer)
- Quotation from CHA
- Goods with proper packaging
- Local transport arrangement
- Tax invoice--in case of merchandise export (Manufacturer to Exporter)
- E-way bill
- Certificate (If necessary)
- Pre-shipment invoice
- Packing list
- Advance cargo declaration
- Bill of lading (CHA to Exporter)
- Shipping bill (CHA to Exporter)
- Measurement copy (CHA to Exporter)
- Certificate of origin
- Insurance copy
- Commercial invoice (Exporter to Importer)
- E-BRC (Bank realization certificate)

Exports Benefits (By Government of India)

- What is IGST, CGST and SGST?
- 100% tax exemption on exported goods by
 - LUT (Letter of undertaking) – Without payment of GST

- GSTR-1/1A (Table 6A) – Refund of GST after payment
- Export Incentives
 - Duty remission scheme
 - Duty drawback
 - Duty exemption schemes
 - Advance authorization (AA)
 - Duty free import authorization (DFIA)
 - Export promotion of capital goods (EPCG)
 - Promotional measures
 - Remission of duties and taxes on exported products (RoDTEP)
 - Service export from India (SEIS)
 - Market development assistance (MDA)
 - Transport and Marketing assistance (TMA)
 - MoU (Memorandum of understanding) and FTA (Free trade agreement)
- Pre-shipment and Post Shipment Finance
 - By bank
 - By financial Institute
 - By EXIM bank

Role of International & Indian Organization (Through Websites)

- International Bodies
 - International chamber of commerce (ICC)
 - World trade organization (WTO)
 - Inter country chamber of commerce
 - Local chamber of commerce of targeted countries
 - ITC trade map
- Indian Government Bodies
 - Ministry of commerce (MOC)
 - Export-Import statistics
 - Federation of Indian chamber of commerce and industries (FICCI)
 - Directorate general of foreign trade (DGFT)
 - India trade portal
 - Federation of Indian export organizations (FIEO)
 - Export promotion councils (EPC's)
 - APEDA, MPEDA, Spice Boards, Rubber Board, Chemexcil etc.
 - Inspection council of India
 - India trade promotion organization (ITPO)

Buyer Finding (Practical Session)

- International Market analysis by ITC trade map
- B2G (Government Websites like EPC, FIEO, Indian trade portal)
- B2B (Business to Business sites)
 - World's top B2B sites
 - Effective profile creation
 - Lead management
 - Country wise B2B websites
 - Benefits to register with B2B platforms
- B2C (Business to consumer Platforms)
 - Global B2C platforms (Amazon, Ebay etc.)
 - Registration
 - Selling
- ITC Trade map

- Foreign Government Websites
 - To find out the list of importer and important lead
- Trade fair (10times.com) & Exhibitions
 - Visitors list
 - Exhibitors list
 - Buyers list
- Company Website (Development assistance)
 - Study of competitors website
 - Keyword Planning
 - Meta keywords, Meta description
 - SEO base parameters
 - Google my business
 - Indexing of pages
- Social Media Marketing
 - LinkedIn, Facebook, WhatsApp, Instagram etc.
 - Social media Ad Marketing
 - Effective profile creation
 - Keywords to find buyers
 - Group joining
 - Group posting
 - Paid marketing
- Google Tactics
 - IP Change
 - Google Maps
 - Google search with specific country language
- Country wise Yellow Pages
 - To find out area wise vendors and importers
- Country wise Trade Directories
 - To get data regarding county wise manufacturer, supplier and importer
- Intercountry Chamber of Commerce
- Trade Associations
- Indian Embassy
 - List of Indian embassies abroad
 - Mail format to get help regarding importer, Important government directories and websites
 - Mail format to get help regarding trust worthiness of importer or exporter
- Trade Agents
 - How to find trade agent in targeted country
 - Advantages of trade agents
 - Sharing with trade agents

Export Insurance

- Goods insurance (Marine insurance)
- Credit insurance
- Types of insurance policies
- Process of claim and settlement

Foreign Exchange Risk Management

- Forward contract (hedging method)
- Exchange earners foreign currency account (EEFC)
- Debt recovery agencies
- ECGC (Export credit guarantee corporation of India)

Role of ECGC (Export credit guarantee corporation)

- What is ECGC?
- Risk covered by ECGC
- Types of policy by ECGC
- Insurance claim process
- Mira inform, D&B ratings (Customer credit checking agencies)

Product Inspection (Export inspection council of India, SGS, Lloyd inspection)

- Need of inspection
- Government agencies
- Third party inspection
- Labs and offices

Presentation of Product Internationally

- Brochure design
- Post design
- Content design

Effective Email Marketing (Email drafting, Email software)

Effective Communication (International Calling)

Genuinity of Buyer's

Design Thinking Tree

Buyer's etiquette

Convocation Ceremony

COURSE DETAILS

Course Duration - 1 Month

Total Lecture – 13 Lectures (Mon, Tues, Wed) (3 Days in a week)

Time of Lectures - 9 to 11.30 (NIGHT)

Total Fees – ₹ 10,500/- (+18% GST) **Total = 12,390/-**

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Course Content - <https://www.bharatudaanmission.in/course-content/>

YouTube Channel –

Bharat Udaan Mission: <https://www.youtube.com/channel/UC16UtZYyGP47sId4jZbgl2Q>

Amit Mulani & Team: <https://www.youtube.com/@amitmulaniteam/videos>

Tutor Profile (Amit Mulani) - <https://www.linkedin.com/in/amit-mulani-9b309298/>