



# IMPORT EXPORT

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## Training Institute



**THE WORLD IS**



**WAITING FOR YOU**

# WHY CHOOSE

Peoples Shiksha private tutors 

## for their IMPORT-EXPORT Journey



**Industry Expertise**  
Look for instructors with real-world experience in import and export. They can provide practical insights and guidance beyond textbook knowledge.



**Course Content**  
Does the program cover all the essential areas of import export, including trade finance, international marketing, logistics, customs regulations, and legal considerations with Practical.



**Hands-on Learning**  
Does the program offer opportunities to apply your knowledge through case studies, simulations



**Network Building**  
Are there opportunities to connect with industry professionals, potential employers, or other aspiring import/export specialists

# WHO CAN TAKE BENEFITS

From Shiksha private tutors 

## New business owners

Those looking to start an import/export business can gain the knowledge and skills necessary to navigate the complexities of international trade.



## Existing business person

For those in import/export businesses looking to transition into this field, their knowledge in import/export practices and ability to learn on the job can benefit from professional development program. we can help them improve



## Individuals seeking career

Import/export is a growing field with good job prospects. They can equip individuals with the skills and qualifications



## Family business owners

We offers programs tailored to family businesses, it can be specially helpful for those looking to expand their operations internationally. These programs can provide guidance on navigating the unique challenges faced by family-run businesses in the import/export world.



# BENEFITS OF EXPORT BUSINESS



- No Govt. Taxes on Exports
- No Manufacturing Investment (As a Merchant)
- Buyer & Sellers Range (200+ Countries)
- Recession / Inflation Advantage
- Govt. Incentives / Benefits
- High Turnover
- High Profit Margin
- Currency Benefits
- Party's Risk Cover by ECGC
- Payment Terms (Advance/Letter of Credit)
- Market Diversification
- Government Support
- No Effect of Govt. Policy (GST/Demonetisation)
- Totally White Business
- Develop a Global Brand
- MDA Scheme Benefits (Foreign Exhibition)
- 8 Billion Customers Available





# 1 **INTRODUCTION TO THE PROGRAMME, OVERALL COVERAGE AND ASSESSING**

- Opportunities in export import sector
- Why export
  - Growth in international trade
  - India's share in international trade
- India's top export products
- India's major import products

## **EXPORT PROMOTION, DGFT, ROLE OF RA, EPCS AND RCMC**

- International bodies
  - Local bodies
  - Commodity board
- Indian government laws
- Foreign trade policy and framework

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# 3 **HARMONIZED SYSTEM DATA CLASSIFICATION**

- Hs & ITC HS code
- Major sections in HS code list India/Indian HS code list
- Types of export/import
- Types of exporter

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## EXPORT & IMPORT CYCLE

# 4

- Export procedure
- Import procedure

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# 5

## DOCUMENTATION

- IEC online application process
- Issuance of import export license – IE code

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## TRANSPORTATION, PACKAGING & CONTAINERS

# 6

- Types of export & transportation
  - Types of packaging
  - Types of containers
- Container specifications and dimensions appx
  - FCL = full container load LCL = less than container load
  - Freight calculation example
- Difference between CHA = custom house agent & FF = freight forwarder

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# 7

## INCOTERMS

- International commercial terms
- Incoterm-2020 defines of costs, responsibilities & risks of buyer & seller towards
- Procedure of delivery from seller to buyer place

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## PAYMENT TERMS 8

- List of convertible currencies you can deal in
  - Types of payment terms
  - Benefits of advance payment
    - Documents under L/C
    - Credit period
  - Documents under collection
    - Risk involved in cad
- Usance / DA (documents against acceptance)
- Dispatch of documents direct to buyer
- Export house as per DGFT new policy 2015 -20

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## L/C (LETTER OF CREDIT) CHECKLIST & EXPORT DOCUMENTATION

- L/C check list
- Sampling
- Export documentation



- Flow of documents & delivery
- Pre shipment documents
- Post shipment documents
- Who will issue which document?
- Post shipment documents under various payment

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## **IGST & CUSTOMS CLEARANCE EXPORT**

# 10

- Procedure of registration for GST
  - Export procedure under IGST
  - What is the meaning of LUT?
    - How to apply LUT
  - Export procedure under IGST
    - Utmost care for refund
- Custom clearance procedure Documents required for ad registration at port, online ad registration procedure
  - Facility for exporter to load
    - Cargo from factory
- Documents required for custom clearance
  - Procedure for custom clearance
- Procedure by custom official for custom
- Loading of cargo at port / ICD / CFS
  - Air cargo export
    - How to find freight forwarder
    - Customs forms
- Tracking Indian customs electronic gateway

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# 11 **RISK MANAGEMENT**

- What is risk?
- Risk management in exports
- Marine insurance
- Who is responsible to take insurance  
i.e. buyer or seller
- Types of covers
- Premium decision
- Types of policies
- How to claim
- Claim documents
- ECGC
- Policies offered by ECGC
- Payment risks
- Premium structure basis
- Premium on small exporter policy
- Documents required for claim
- DGFT help
- Foreign exchange risk management
- Foreign exchange currency risk
- EEFC a/c
- Now the beginning do's & don'ts

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## **GOVERNMENT EXPORT PROMOTION SCHEMES**

# 12

- How to check government export  
promotion schemes on particular export
  - Exports from India scheme
    - What is RODTEP?
  - Service exports from India scheme
    - Duty exemption schemes

- Difference between advance authorization & DFIA
- EPCG scheme (export promotion capital goods) (i.e. machinery)
- Duty drawback
- Transport and marketing assistance (TMA)
- Marketing development assistance (MDA) scheme
- Grant of double weightage
- Privileges of status holders

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# 13

## **IMPORT CYCLE AND DOCUMENTATION**

- Import cycle
- Product selection
- Capability of supplier
- Apply license (if applicable)
- Check convertible currency
- Identifying supplier
- Genuinity of supplier
- Risk management in import
- Verify genuinity of supplier
- Custom clearance procedure
- Documents to be submitted by importers
- Procedures on customs clearance
- Documents for duty benefits
- High seas sale
- Documents required for high sea sales
- Contents of agreement of high sea sale
- Delivery terms
- Payment formalities
- Follow up with shipper
- Ship tracker
- How to know import duty
- Import general manifest



# **Master Module #2**

## Export Marketing & Business Development Essentials

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### **PRODUCT SELECTION**

- General Parameters
- Govt. Permission for Export
- Govt. Incentive & Benefits
- Selecting According to Market
- Resources to Finding out New Products
- Product Research & Knowledge



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### **EXPORT MARKET IDENTIFICATION**

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- How to find online data (online websites)
  - Data comparison
  - Target market/country selection
- Cultural & social parameters consideration
  - Easy region for exports

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### **EXPORT PRODUCT BRANDING**

- What is branding?
- How to make your product a brand
- How to create brand story
- What is decent branding in international market?
- Tag-line and its importance

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## **DIGITAL PRESENCE & MARKETING**

# 4

- Importance of social media platforms
- Create online presence (social media)
  - Online ads introduction & function (Google, insta/fb, li)
- How to create social media content for marketing

# 5

## **LEAD GENERATION (BUYER FINDING) & RESOURCES**

- What are leads?
- What is called lead generation?
- Where & how to find buyers or leads
- Knowledge about b2b platforms
- How to use paid import-export data
- Trade directories for free online search
- Data from Indian embassy in foreign
- Offline – exhibitions & references
- How to use LinkedIn to find free quality leads



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## **BEST METHOD AS PER BUDGET**

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- Best method for start-up
- Best method for established business
- Grow more export for exporters.
- Bifurcation chart with expense

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## HOW TO COMMUNICATE WITH BUYER

- Cold phone calling to buyer's company
- How to write interesting email
- Best method to start with

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## HOW TO HANDLE BUYER

# 8

- How to capture buyer data after first response
  - How to nurture the lead
- Key points on how to convert lead to buyer

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# WHAT IS

## OPPORTUNITIES

### AFTER COMPLETE TRAINING



Merchant Exporter & Importer



International Marketing



Freight Forwarding



Manufacturer exporter



Logistics Business



Export-Import Documentation



Marine Insurance Business



Bank (Foreign Trade Department)



Air Lines (Air Cargo)



Forex Business



Corporate Agent/ International Broker



International Business Tour, Exhibition, Events



Fumigation Business



Consultant Export & Import



Cold Storage & Warehouse for Export-Import

# UNLOCK WHICH

## OPPORTUNITIES

Export business startup & Job preparation



### New Markets & Revenue Streams

You gain the knowledge and confidence to tap into international markets, vastly expanding your customer base and potential revenue.



### Strategic Sourcing

The training equips you to find reliable suppliers overseas, potentially at better prices and with unique product offerings.



### Business Diversification

Import/export allows you to diversify your product portfolio, reducing reliance on a single market and product.



### Career Advancement

For individuals, import/export expertise creates valuable job opportunities in logistics, international trade, and freight forwarding.



### Develop a Business Plan

Clearly define your import/export strategy, target markets, products, and financial goals. Explore government programs that can help finance your import/export activities.



### Network & Build Relationships

Connect with potential customers, suppliers, and industry professionals at trade shows and online platforms.



### Increased Profitability

Importing goods at competitive prices and exporting high-demand products can significantly boost your profitability.








# SHIKSHA PRIVATE TUTORS

Shiksha is a reputed brand in providing quality training to students. Our institute promises to impart adequate knowledge and teach the fundamentals of the subject so that the student can understand & retain the essence of the subject in his/her mind & does not forget the same once the examination is over. The broader objective is to create interest in the subject and help in reproducing the same in the Examination Hall, emphasis will be placed on practical solution.

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