



During the recent years, the framework of international trade had undergone significant changes due to formation of WTO in all sectors including agriculture. Training at each level hence becomes important to enhance the efficiency of players throughout the value chain to boost competitiveness of agricultural exports from India.

K.T.Chacko
I.A.S (Retd.), Director, IIFT

The PROGRAM

International trade in agriculture and processed food products has expanded enormously over the years with world exports. At a disaggregated level, the product structure of world food exports highlights the growing importance of horticulture, fisheries, meat and dairy products and processed consumer products. The patterns of consumer demand and commercial development in both industrial and middle-income countries will reinforce this trend and continue to provide outstanding opportunities for India, especially considering the high production potentials of these products. Vision 2020 envisages that by 2020, India will be a powerhouse of Indian agriculture by harnessing water resources, developing agriculture in rain fed areas and reforming policy to stimulate growth. With rising per capita incomes in the country and increasing liberalization of world agro commodities, there is even greater scope for the development of these components, which can help pull up the overall growth in agriculture, which would have significant impact on the reduction of rural poverty.

These opportunities are further enhanced as a result of globalization and liberalization which has taken place during last decade. With the formation of WTO, the framework of international trade had underwent significant changes in all sectors including agriculture, services and investments since it has succeeded in eliminating some of the key barriers to international trade resulting in new opportunities and thus redefining competitiveness of the countries and companies.

While on one hand, WTO has rapidly changed the global business environment but on the other hand it has posed significant challenge not only to firm's profitability but their survival too. It has brought in challenges for the farmer exporters in terms of decision making and state government in terms of suitable awareness spreading exercise and policy making in line with the changing rules of the game in the international market. This is been clearly indicated by the fact that despite this fairly strong growth in agricultural production in the country, it has not been translated in growth in agricultural exports and the share in global trade is mere 0.5 percent and India is still considered minor player in the international market.

Therefore backward and forward linkages and integration across the supply chain becomes essential. Training at each level becomes important to enhance the efficiency of players throughout the value chain to boost competitiveness of agricultural exports from India. Hence capacity building of state level institutions from amongst various training institutes under DAC, under State Department of Agriculture, Rural Development and Cooperatives, State Agriculture Universities (SAUs), ICAR and Export Promotion Agencies on various aspects of International trade and WTO agreements affecting the state agriculture exports becomes essential.

This proposed training program conducted by IIFT and funded by Department of Agriculture & Co-operation, Ministry of Agriculture, Government of India, aims to provide an in-depth understanding of relevant dynamic agricultural business environment and evolve efficient strategies for enhancing the competitiveness of this sector at each level.



This Capacity Building Program on International Business aims at developing required skills and professional competence among government officials, entrepreneurs, farmers, exporters and corporate executives at regional and state levels across the country.

Lead INSTITUTE

Indian Institute of Foreign Trade (IIFT)

The Indian Institute of Foreign Trade (IIFT) was set up in 1964 by the Government of India as an autonomous organization to help professionalize the country's foreign trade management and increase exports by developing human resources; generating, analyzing and disseminating data; and conducting research. The Institute was granted the status of Deemed University in May 2002 by the University Grants Commission (UGC).

The Institute's portfolio of programs is diverse, catering to the requirements of aspiring International business executives and mid-career professionals alike. The Institute conducts long duration programs like 2 years MBA (International Business) at New Delhi and Dar-es-Salaam, 3 years (parttime) MBA (International Business) at New Delhi, Executive Masters in International Business at New Delhi, Dar-es-Salaam and Dubai and Certificate Course in Export Management at New Delhi and Guwahati. Besides, IIFT has trained about 40,000 business professionals across 30 countries in various facets of International through through Management Development Programs.

Research occupies a critical position in IIFT's spectrum of activities because of the institutional emphasis on a strong and pervasive interface between research and training. IIFT has undertaken path-breaking research studies with organizations like the WTO, World Bank, UNCTAD, and the Ministry of Commerce & Industry, India. The Institute is also a member of various international and regional organizations, viz. International Association of Trade Training Organizations (IATTO), UK; Academy of International Business (AIB), USA; and Association of Training Institutions for Foreign trade in Asia and the Pacific (ATIFTAP), Manila, Philippines.

Objectives of the Program

This Capacity Building Program on International Business aims at developing required skills and professional competence among government officials, entrepreneurs, farmers, exporters and corporate executives at regional and state levels across the country. The program objectives include:

- To enhance awareness about Emerging business opportunities for Indian Agro exports;
- To understand issues in production and marketing of agro products for exports;
- To develop an understanding about Export-import procedures and documentation;
- To understand the International trade logistics and SCM for agriculture;
- Institutional framework for promotion of agro exports at Central and State level;
- To analyze the implementation issues with reference to various WTO agreements affecting agricultural exports from India and defining the role of State Governments.

Program Structure

The program is proposed to be spread over a period of three months and is divided into three phases:



The unique pedagogical feature of the program is the extensive classroom interactions supported by specific reading material customized by IIFT for this program.

Phase-wise Methodology

Phase I: Three training programs will be conducted under Phase I. The methodology adopted is easy to understand with far-reaching impacts. Lecture presentations, Panel Discussions, Group Work as well as the reality-based case studies with global perspectives would be the key essentials and deliverables of the program.

Phase II: Tier I partners trained in Phase I will act as master trainers for phase II. These partner institutions will impart similar training to Tier II partners within six months of their training. Tier II participants may include exporters, traders, corporate executives, officials, field level farmers, co-operatives etc. The master trainers will remain into continuous dialogue with the IIFT experts and other panelists through a web based forum.

Phase III: Follow up (after six months of training) at IIFT to check the efficacy of the program conducted by PIs in phase II. 5 Tier I partner institutes will be short listed for receiving handholding support by IIFT for conducting further training programs and assistance towards updation of training manuals.

Faculty

The Program faculty is majorly drawn from the pool of senior experts in various facets of International business at IIFT. For certain product specific modules, institute plans to network with other state level institutions, policy-making bodies and successful entrepreneurs for the panel experts to provide sector-specific inputs and experience sharing and case studies.

Program Highlights

Admission Process:

- IIFT in consultation with Ministry of Agriculture has identified the list of Tier I partner institutions/organisations.
- Letter of invitation will be sent to each of the identified Tier I partners for their consent and nomination of 2-4 suitable candidates from each.
- Final selection of the Tier I partners and suitable participants in each PI will be decided by IIFT.
- Tier I partners will sign an MOU with IIFT
 - To conduct similar program at regional/state level with about 40 participants within six months of training
 - May like to establish a special "Cell on International Trade" in their organization

Number of Seats: 30 in each of the three programs to be conducted under Phase I

Program Fee: The expense towards boarding and lodging in Phase I is entirely funded by Department of Agriculture & Cooperation, Ministry of Agriculture Government of India. PIs will have to fund TA/DA on their own.

Duration: 5 Days (Monday to Friday)

Timings: 10.00 am to 5.00 pm



Program TEAM

The Program team consists of eminent faculty members from Industry and Academia in the field of WTO and International trade in agriculture.



Prof. (Dr.) Rakesh Mohan Joshi is the Professor and Chairperson, Management Development Programs at Indian Institute of Foreign Trade, New Delhi. He has over two decades of teaching, consultancy, and training experience in management especially, International Marketing, International Business and exports of Agricultural and Processed food products. He has had extensive transnational exposure in the field of international business and has been associated with several multilateral organizations, such as the World Bank and the Asian Development Bank. He has authored widely used books: International Marketing and International Business published by Oxford University Press besides numerous research papers in leading journals.



Prof. O.P. Wali is a consultant at IIFT having around 20 years of experience in corporate and academics, played a prominent role in marketing of rural produce and processed products in terminal markets and productivity enhancement program of Mother Dairy Fruit & Vegetable Project, Delhi, a unit of National Dairy Development Board, India (NDDB). Rolled out first online management degree program initiative of Indira Gandhi National Open University, India (IGNOU) and initiated online learning extension for IIFT programs across the country. He provides regular policy inputs in the domain of agriculture, handicrafts and international trade facilitation processes.



Ms. Tamanna Chaturvedi is a consultant at Indian Institute of Foreign Trade (IIFT), Ministry of Commerce, Government of India, in the area of WTO and Trade Policy issues. She has extended consultancy to various government agencies and ministries which has given her the opportunity to closely work with Govt. officials at Planning Commission, Ministry of Food Processing Industries, Ministry of Agriculture, Ministry of MSME and various export promotion agencies/authorities e.g APEDA, NAFED, FIEO, MPEDA etc at Central level and similar organizations and Industry Associations at State level.

CONTACT DETAILS

Dr. Rakesh Mohan Joshi
Project Leader
 Professor and Chairperson
 (Management Development Programmes)
 Tel: 011-26510961

Prof. O.P. Wali
Consultant
 Tel: 011- 26965051 (Extn. 713)

Ms. Lalita Gupta
Programme Officer
 Tel: 011-26968318
 Email : mdpagri@iift.ac.in

Ms. Tamanna Chaturvedi
Consultant and
Programme Coordinator
 Tel: 011-26967558



Indian Institute of Foreign Trade
 B-21, Qutab Institutional Area, New Delhi 110016
 Phones: 011-26965124, 26966563
 Website: www.iift.edu

Capacity Building Program on International Trade Towards Enhancement of Competitiveness of Indian Agriculture



Department of Agriculture & Cooperation
 Ministry of Agriculture, Government of India



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 Deemed University under Department of Commerce
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