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your will...



**FOREIGN TRADE**  
**DEVELOPMENT CENTRE**



**“ The mission of Foreign Trade Development Centre  
is the promotion of learning.  
Teaching, the transmission of knowledge, is central to our mission.”**



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## From Director's Desk



**M**y 27 years of teaching economics at the University of Delhi have strengthened my belief that career education adds value and useful knowledge to the highly motivated students who pursue it. The need for programmes in career education is felt today in India more than ever before in view of the challenges posed by the rapid pace of change and the revolutionary modification of the economy. We can no longer look to the past as a guide to the future. In the face of strong market forces created by electronic media and mounting competition, corporations can no longer plod along historical tracks or seek the preservation of status quo. Companies are discovering that old solutions do not work with new problems. The business parameters

This change calls for imaginative and novel responses to meet the changing human resource requirements of the business world. Preparing students for this emerging need is a particularly challenging task because the very essence of what a manager is seems to be under attack in an unprecedented way. Those who aspire to the challenge of such opportunities need to choose carefully from among the many programmes being offered in business education.

The programmes offered by Foreign Trade Development Centre combine the knowledge of current practices and theory in international business and retail management. All our programmes are geared to encourage students to develop self-discipline and independent judgement, the very essence of a successful career. If you aspire to a rigorous, exciting and rewarding career in international business and retail management, I invite you to join Foreign Trade Development Centre.

Cordially,

K.L. Bhatia

Director





**F**TDC is an exciting place to study and grow, a place where students become entrepreneurs. FTDC is different. The best way to understand the FTDC difference is to experience it. FTDC prepares you not only for a rewarding job, but also for a lifetime career in export -import trade, merchandising and retail industry as an entrepreneur or as a professional manager.

FTDC was founded in 1991 as a pioneering institute in the area of foreign trade by a group of economists, academicians and corporate thinkers. It was the product of its time as the trade policies followed by different countries had shrunk the world into a global village and there was a growing demand for foreign trade professionals.

From a modest beginning, FTDC has grown manifold over the decade and a half and now operates two centers in Delhi and Panipat with more than twentyfive eminent faculty members and training over 800 students every year. FTDC's main activities include educational training programmes in Export -Import Management, Merchandising, Retail Management, Export Marketing, , Export Development through Internet, through a series of structured practical oriented programmes.

It offers three major programmes; Diploma in Export-Import Management, Diploma in Merchandising Management, and Diploma in Retail Management. The four month Diploma in Export-Import Management, a job oriented programme, intends to create managers and entrepreneurs with a knowledge of export-import issues and the use of information technology to solve these. Such a manager would be able to offer a combination of strong technical skills and up-to-date knowledge of modern export-import practices. The course creates and builds new skills in the areas of international trade by integrating a sound theoretical understanding of these areas with case

Diploma in Merchandising provides a highly focussed and vocationally oriented period of 6 months study. It covers a wide range of specialized knowledge and skills for students seeking a career in fashion buying, merchandising, marketing, vendor and inventory management. The programme aims at creating a resource of trained professionals to face challenges of new emerging trends in fashion & retail industry at home as also in the empowered export sector.

Diploma in Retail Management aims at developing trained professionals for increasing demand in the booming Indian Retail Sector. The course focuses on analysing retail markets, understanding customer relationship management, retail store operations and retail merchandising and buying. The six months programme imparts 5 months of class room training substantiated by 1 month of corporate exposure as internship required for an effective service and management in retail organizations.

FTDC is committed to excellence in every aspect of professional education. The institute has conducted over 575 seminars and training programmes in India and abroad in international business and has passed the milestone of its 20,000 students in May 2009. This rapid development has seen it establish a reputation as an institution which offers excellence in the field of export-import training, merchandising and retail management.

FTDC, as an effective trade promotion organisation, provides consultancy on market development services, identifying new export opportunities, adapting products for

**FTDC - A concept for the future**

**I**nternational Trade Centre (ITC) UNCTAD/WTO Geneva, Switzerland has recognized FTDC as an export promotion body in India by including it in the “ World Directory of Trade Promotion Organizations and other foreign trade bodies.” This inclusion provides inflow of latest information on foreign trade from different Chambers of Commerce and Industry in various parts of the world, which is made available to our students. Students of FTDC have been selected by ITC for internship in their various departments at Geneva (Switzerland). The students attending such programmes are immensely benefited in terms of higher training in international business.

FTDC also enjoys close co-operation with the Centre for Promotion of Imports from Developing Countries (CBI) based at Rotterdam,

MEPZA (Mauritius Export Promotion Zone Association) also offered the Entrepreneurial Development Programmes in Export Management in Mauritius in collaboration with FTDC.

FTDC, in association with Nepal Trade Promotion Centre, has also been organising customised Entrepreneurial Development Programmes for various export promotion

## The Faculty

The teaching faculty at FTDC represents a fine blend of scholastic and professional experience. Drawn from academics, trade and industry, most faculty have Ph.D or other outstanding qualifications in their respective fields backed by vast teaching experience. The faculty members constantly endeavour to keep themselves abreast with the current international trade practices. The visiting faculty of FTDC include business experts, leading consultants and practicing managers with specialization in foreign trade who greatly compliment our training inputs. They draw on their experience to give first hand knowledge of the business practice. The FTDC faculty is truly a powerful

### SENIOR FACULTY MEMBERS OF FTDC INCLUDE

Dr. K.L. Bhatia	:	M.A., Ph.D (International Trade, Delhi School of Economics, University of Delhi)
Mr. Aseem Bhatia	:	B.E. (Electronics & Communications, Birla Institute of Technology), MBA (FMS, University of Delhi)
Dr. N.K. Puri	:	M. Com., Ph.D (Delhi School of Economics, University of Delhi)
Dr. Sanjeev Mittal	:	M.B.A, Ph.D
Mr. V.S Chopra	:	M.A., (International Trade Consultant)
Dr. M.P. Singh	:	M.B.A, Ph.D (International Trade Consultant, Formerly Banker)
Mr. R. K. Saini	:	M. Com, CAIIB, D.L.L, FIIMB Director (Agate Exim Overseas Ltd)
Mr. B. H. Mamtani	:	B. E., BIM (U. K.), (Formerly GM State Trading Corporation of India)
Ms. Namita Jain	:	M.B.A, International Business, University of Wisconsin, U. S. A.
Ms. Vinita Zutshi	:	Garment Manufacturing (NIFT), Design & Brand Management (IFM), Paris, Fashion & Merchandising Consultant
Ms. Ratna Bhatia	:	M.A. Merchandising Consultant
Ms. Kiran Malhotra	:	M.B.A. International Management Merchandising (IMI), Formerly GM Indian Heritage, Merchandising Consultant.
Mr. P.S. Arora	:	M.A Economics, Export Management course (IIFT)
Ms. Sunita Jain	:	M.A, Economics, Delhi

**FTDC - Collaborations**

The new millennium has seen the world transformed into a vibrant place for international business to grow unhindered, guided by the principle of free market economy. The global economy is driven by today's rapidly advancing technology and tomorrow's innovative ideas. Your challenge in international business is to combine the power of technology and innovative ideas to create new strategies, structures, products as well as services that could take advantage of the growing global market. FTDC programmes are designed to address the requirement of the industry and are aimed to provide students with theoretical understanding supplemented by practical case studies. Each course at FTDC is intended to develop a high level of competence in the professional skills of our students who wish to embark on careers as individual exporters, importers, merchandisers or career executives in international business houses, Export Promotion Councils, Chambers of Commerce & Industry, Export Credit Guarantee Corporation of India and Banks. The programmes will provide you with the necessary tools and perspectives to succeed as outstanding entrepreneurs or export executives in the changing conditions. As you pursue FTDC programme, your opportunities will broaden, your knowledge base will expand and your

## Programmes Offered at FTDC

- Diploma in Export-Import Management
- Diploma in Merchandising
- Diploma in Retail Management
- Certificate Course in Export Documentation and Procedures
- Certificate Course in Import Management
- Certificate Programmes in Retail Management
- Correspondence Course in Export-Import Management
- Entrepreneurial Development Programmes



# Diploma in Export-Import Management



The four month Diploma in Export-Import Management, a vocationally oriented programme, is nationally reputed for its versatility in terms of fulfilling career aspirations of students belonging to diverse discipline and vocation. The growing complexities of export-import business, the process of globalization of the markets and the consequent competitiveness require every player to have a thorough knowledge of the theory and practice of international trade. Keeping in view the major difficulties one faces either as a novice or a manager or an entrepreneur with respect to identifying foreign market, product development, payment and financing procedures and documentation, the programme encompasses all that you wanted to know about exports-imports. In short, the course not only helps the beginner to enter exports-imports but also to look for a job as well as makes the current practitioner adept in handling various facets of export-import trade.

The programme combines theory with practice in simple and systematic modules making the overall subject easy to comprehend and relate to practical situations. The course is specially designed for students seeking jobs,

The curriculum of the Diploma in Export-Import Management is divided into six inter-related units in addition to case studies and project work as follows.

### UNIT 1: PLANNING FOR EXPORTS

- ☞ Framework of Foreign Trade Policy
- ☞ International Trading System
- ☞ International institutions and their role in trade development: WTO, UNCTAD, I.T.C, Centre for Promotion of Imports from Developing Countries (CBI). Major Trading Blocks like European Union and NAFTA
- ☞ Trade information and facilities: Sources in India for market information, trade opportunities, facilities for financing exports, Custom/Excise clearances and disputes settlement
- ☞ Thrust export markets and products
- ☞ Organising an export firm
- ☞ Procedures and formalities, Importer-Exporter Code No., Sales Tax and VAT

### UNIT 2: EXPORT DEVELOPEMENT THROUGH INTERNET

- ☞ Internet basics: Potential in international trade
- ☞ Market Research, Characteristics and Foreign Trade Statistics on the internet
- ☞ Product identification through the web, practical surfing
- ☞ Trade contacts/locating buyers
- ☞ Best sources: Publications, CD-ROMS, Online posting of Offers/Demands, Commercial Databases
- ☞ International sources on prices

### UNIT 3: EXPORT MARKETING MANAGEMENT

- ☞ Introduction to Marketing
- ☞ Logistics of Export Marketing
- ☞ Marketing cycle, Domestic and Export marketing, Export marketing plan
- ☞ Product Identification - Sourcing of thrust export products
- ☞ Export Pricing
  - ★ Computing cost, price quotations and incoterms namely FOB, CFR, CIF etc.
- ☞ Price negotiation strategies
- ☞ Market Identification
  - ★ Major export markets, Structure, Business practices, Trade opportunities
- ☞ Market Penetration Strategy
  - ★ Trade Fair Participation
  - ★ Business trips
  - ★ Opening overseas offices
  - ★ Business through agents
  - ★ Channel decision
  - ★ Consumer behaviour and Cultural aspects in international business
    - Supply chain management
    - Business communication and Negotiation skills
- ☞ Methods of Payment in Export Trade
  - ★ Letter of Credit (L/C)
  - ★ Documents against Payment (D/P)
  - ★ Documents against Acceptance (D/A)
  - ★ Advance Payment

## UNIT 4: LOGISTICS, PROCEDURES AND DOCUMENTATION IN EXPORT-IMPORT TRADE

- ☞ International contract: Processing of an Export Order
- ☞ Export Financing: Assessment of credit, Preshipment and Postshipment Finance, Procedures and Documentation
- ☞ Labelling, Packaging, Packing and Marking requirements: Environmental Regulations
- ☞ Quality Control and Preshipment Inspection Procedures
- ☞ Export Risks
  - ☆ Identification of export risks: credit risk, physical risk, exchange risk and product liability risk
  - ☆ Managing the risks: credit risks insurance, cargo insurance, Forward exchange cover and Product liability insurance
- ☞ Export Documentation: Preshipment Export Documentation for Excise/Customs Clearance, Postshipment Documentation for negotiation with bank, Certificate of Origin/GSP Certificate: How to obtain it, procedures and formalities
- ☞ Computerised Export Documentation
- ☞ Logistics of Transportation
- ☞ Shipment of Goods: By Sea/Air/Road/Post, Procedures, Clearing and forwarding agents, Electronic Data Interchange (EDI), System for Customs Clearance of Export Shipments
- ☞ Foreign Exchange Management, Foreign Exchange Formalities and Exchange Earner's Foreign Currency Account and Forex mechanism
- ☞ Recognition of Export Company : Schemes relating to Export House, Star Export House, Trading House, Star Trading House and Premier Trading House

## UNIT 5: IMPORT MANAGEMENT

- ☞ Remittance against import Opening of Letter of Credit
- ☞ Procedures and documentation under Import Policy
- ☞ Authorization for Imports: Procedure and Documentation in respect of Restricted items, Advance Authorization, Duty Free Import Authorization and Export Promotion Capital Goods Scheme Authorization
- ☞ Customs Clearance of Import
  - ☆ 100% Export Oriented Units (EOUs) / Export Processing Zone Units Scheme (EPZs) / Special Economic Zone (SEZ)

## UNIT 6: QUALITY MANAGEMENT IN INTERNATIONAL TRADE

- ☞ Export Quality Requirements
- ☞ Quality Control and Pre-shipment Inspection Procedures
- ☞ ISO-9000: (series) Concept and Procedures
- ☞ Export Trade related Environment Issues.

## Duration

The duration of the course is four months.  
The classes are held three days a week

Timings	
Morning Batch	9:30 a.m. to 11:30 a.m.
Evening Batch	6:30 p.m. to 8:30 p.m.

## Fee Structure

The candidates can pay the programme fee in lumpsum or in two instalments. The second instalment falls due at the end of the first month. If a candidate fails to pay the second instalment in time, his/her name shall be struck off the rolls of FTDC.

Tuition Fee	Lumpsum	Instalments	
	Rs. 17,000	Rs. 8,800	Rs. 8,800

## Mode of Payment

The fee can be paid either in cash or in the form of a Demand Draft drawn in favour of Foreign Trade Development Centre, payable at New Delhi.

## How to Apply

Admission Procedure: The interested candidates should apply on the prescribed form available from the office of FTDC along with the documentary proof of educational qualifications.

## Evaluation and Award of Diploma

The performance of the candidates of Diploma in Export-Import Management is evaluated on the basis of terminal written test, project study, group presentations, documentation workbook and attendance at the laboratory sessions. The successful participants who obtain a minimum 70% attendance in lectures and secure 50% and above in





## Diploma in Merchandising

The six month Diploma in Merchandising is a highly focussed and vocationally oriented programme covering specialized knowledge and skills for students seeking a career in merchandising, fashion buying, marketing and inventory management in the retail and export industry.

The programme develops knowledge of both theoretical and practical issues relevant to current practices in the merchandising industry. It equips students with the professional skills necessary for product sourcing, product pricing, vendor and channel management. The programme imparts practical knowledge on how to make a merchandise plan and explains the need for range planning. The distinctive feature of this course is the strong interface it provides to students with the Indian retail and export industry through classroom simulation field visits & merchandising lab sessions. Industry formats covered in the course include department stores, specialty stores, design houses, developing products for exporters as well as sourcing for buying houses representing international retail chains. Special emphasis is laid on the product knowledge of home furnishings, apparel, leather and handcraft categories including costume jewellery. The course provides career opportunities in the field of product merchandising, buying, quality assurance, store management and shopping mall management. The Programme will also greatly benefit professionals already employed



*The course curriculum is divided into eight inter-related units in addition to practical workshops and project work.*

### **UNIT 1: INTRODUCTION TO MERCHANDISING**

- ☞ Definition of Merchandising
- ☞ Merchandising Concepts
- ☞ Merchandising Process
- ☞ Merchandising Technology
- ☞ Merchandising: A Business Function
- ☞ Retail Merchandising
- ☞ Merchandising and Fashion Industry
- ☞ Managerial Process and Merchandising
- ☞ Career Opportunities in Merchandising

### **UNIT 2: MERCHANDISING: SYSTEMS AND PROCESSES**

- ☞ Merchandise Budget and Assortment Plan
- ☞ Planning and Controlling Merchandise Assortment
- ☞ Merchandise Pricing: Basic Cost Sheet Analysis
- ☞ Product Life Cycle, Sourcing & Replenishment
- ☞ Sampling Process in Exports: Procedure, Buyer Specific Sheets & Photo offer Systems
- ☞ Sampling Process in Retail
- ☞ Quality Management & Control
- ☞ Social Compliance and Factory Compliance: Industry Specific
- ☞ Product Packaging & Labelling
- ☞ Product Presentation & Value Merchandising

### **UNIT 3: SUPPLY CHAIN AND VENDOR MANAGEMENT**

- ☞ Relevance of Supply Chain Management: Exports & Retail Industry
- ☞ Vendor Management
- ☞ Quick Response System & its Application
- ☞ Channel Management
- ☞ Merchandise Mathematics

### **UNIT 4: MERCHANDISING AND FASHION INDUSTRY**

- ☞ Introduction to the Fashion Industry
- ☞ Fashion Business Practices
- ☞ Classification of Fashion



- ☞ The Fashion Line & Fashion Life Cycle
- ☞ Fashion Merchandising: Principles and Techniques / Planning and Control
- ☞ Range Planning & Line Development
- ☞ Fashion Forecasting: Design Concepts, Design Elements & Colour
- ☞ Value Addition through Fashion-Relevant to India

### UNIT 5: PRODUCT STUDY

- ☞ Fabric: Sourcing and Production Techniques
- ☞ Apparel and Clothing: Product Range & Classification, Production Techniques & Styling
- ☞ Home Furnishings: Sourcing, Product Range and Quality Checks
- ☞ Fashion Jewellery & Accessories: Sourcing and Product Development, Quality Compliance
- ☞ Handicrafts: Product Range and Sourcing
- ☞ Leather: Product Range and Sourcing

### UNIT 6: MERCHANDISING AND MARKETING

- ☞ Definition of Marketing
- ☞ Marketing Concepts
- ☞ Basic Principles of Marketing
- ☞ Marketing Mix: 4 P's
- ☞ Marketing Process
- ☞ Marketing Essentials
- ☞ Market Segmentation
- ☞ Business Communication for Merchandising Function

- ☞ Inter organizational Skills

### UNIT 7: RETAIL MERCHANDISING

- ☞ Indian Retail Environment
- ☞ Customer Buying Behaviour & Brand Loyalty
- ☞ Retailing Formats
- ☞ Retail Promotion & Brand Positioning
- ☞ Brands and Private Labels
- ☞ Marketing Channel Options
- ☞ Marketing Systems in Retailing
- ☞ E-Tailing Opportunities
- ☞ Retail Pricing: Mark Down & Promotions
- ☞ Store Dynamics: Location, Rentals, Catchment Area etc.
- ☞ Store Layout Design & Merchandise Placement
- ☞ Customer Relation Management
- ☞ Customer Service

### UNIT 8: GLOBAL SOURCING: IMPORT AND EXPORT

- ☞ An Overview: Export -Import Trade
- ☞ Pricing in International Trade: Incoterms
- ☞ International Contract: Processing of an Export Order
- ☞ International Payment Terms
- ☞ Documentation in Export-Import
- ☞ Distribution Logistics in International Trade
- ☞ International Distribution Channels

#### Duration

The duration of the course is six months.

The classes are held three days a week.

<b>Morning Session</b> 9:30 a.m. to 11:30 a.m.	<b>Evening Session</b> 6:30 p.m. to 8:30 p.m.
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#### Fee Structure

The candidates have the option to pay the programme fee in lumpsum or in two instalments. The second instalment falls due at the end of the second month. If a candidate fails to pay the second instalment in time, his/her name shall be struck off the rolls of FTDC.

	LUMPSUM	INSTALMENT OPTION	
		I	II
Tuition Fee	Rs. 22,000	Rs. 11,400	Rs. 11,400

#### Evaluation and Award of Diploma

The performance of the candidates of Diploma in Merchandising is evaluated on the basis of terminal written test, project study and group presentations.

The successful participants who obtain a minimum 70% attendance in lectures and secure 50% and above in examination would qualify for the Diploma.

## ☛ Overview of Foreign Trade Policy

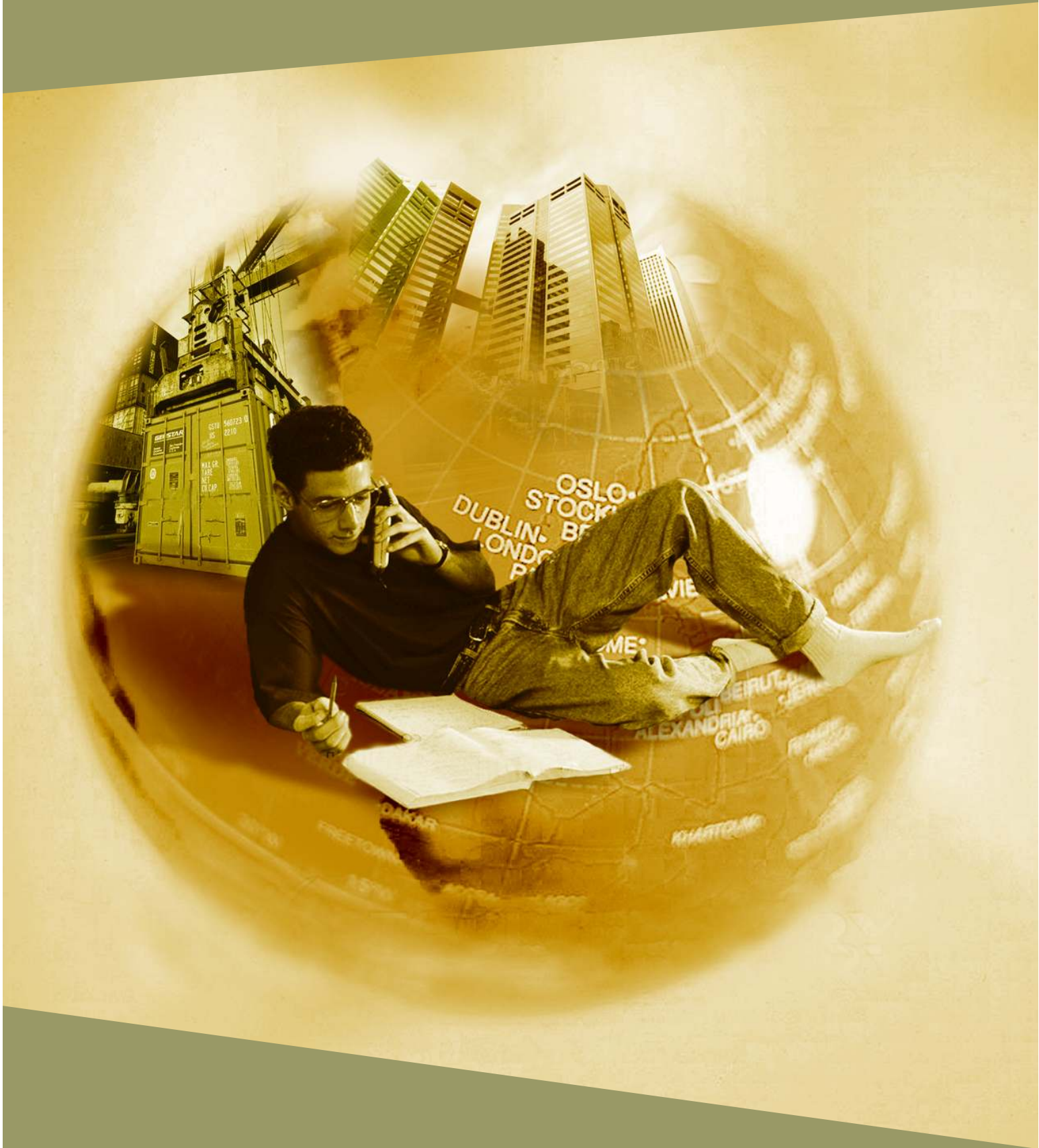
- ☛ How to raise an export firm. Importer-Exporter Code Number, Registration with Sales Tax authorities, etc.
- ☛ Pre-shipment Inspection (Procedures of Export Inspection Agency)
- ☛ Pre-shipment Inspection for Readymade Garments (Procedure of AEPC and Textile Committee)
- ☛ Workshop on Inspection Documents (Case discussion)
  - ★ Managing Export Business Risk I (Procedure to obtain credit risk insurance cover from ECGC)
  - ★ Managing Export Business Risk II (Procedure to obtain cargo insurance cover and product liability cover)
  - ★ Negotiation of documents
- ☛ Export Documentation I (Introduction)
- ☛ Export Documentation II (Filling up of documents) Computerised Documentation
- ☛ Shipment of Goods (Central Excise and Customs Clearance procedure)

Duration	:	One Month
Sessions	:	Classes to be held three days a week
Timings	:	6:30 p.m. - 8:30 p.m.
Fees	:	Rs. 8,000 (inclusive of Books, Course Material etc.)
Teaching Methods	:	Classroom training, Computer training, Group

One of the most important aspects of the export trade is Documentation. Correct documentation is very important because it alone can secure the swift passage of goods through the customer resulting in the prompt payment of goods exported. Execution of an export order involves preparation of various documents namely commercial invoice, packing list, transport documents, certificate of origin and many more which can be, at times, cumbersome and tedious. This programme is designed for the novice or export executives who want to learn from A to Z of export documentation as to be adept in this field and avoid problems arising from incorrect

# Certificate Course in Export Documentation and Procedures





# Certificate Course in Import Management



## Programme Objectives



**L**iberalization of Trade in India has propelled tremendous opportunities for entrepreneurs and executives in the area of imports into India. The immense spending power of the diaspora of Indian middle class has called for multinationals to look into India as a tremendous market for their product lines. The WTO (World Trade Organization) is setting further deadlines on Indian policy makers to open up the Indian Economy.

The primary objective of the One Month Programme on Import Management is to develop managers and entrepreneurs with a sound knowledge of import issues. These would help them develop a sound theoretical understanding of Procedures and Regulations related to imports along with a practical understanding through case study and project study. The course is intended

## Curriculum

### > Import Management

India's Foreign Trade Policy and World Trading System; India's imports

### > Categories of Imports

Export production, re-export, for stock and sale in domestic market

### > Import licensing

Actual user imports; Imports under EPCG Scheme and Duty Exemption Scheme, Advance Authorization Scheme and DEPB Import facilities for 100% EOU/ EPZ Units/ SEZ Units/ STP Units, Procedure and Documentation

### > Exchange Control for Imports

### > Payment Terms

D/P, D/A, Opening Letter of Credit, Advance Payment

### > Delivery Terms

FOB, CFR, CIF etc.

### > Import Trade Statistical Classification

ITC (HS) System

### > Import Tariff Structure

Basic duty, Additional duty, Special additional duty, Specific levies, Safeguard duties, Antidumping duties, Countervailing duties

### > Sources of Information for Imports: Selection Criteria

### > Import Documentation

### > Custom Clearance

Procedure, Documentation, Payment of duties

## Course Details

Duration	One Month
Session	Classes to be held three days a week
Timings	6:30 p.m. - 8:30 p.m.
Fee	Rs. 8,000 (inclusive of Books, Course Material etc.)
Teaching Methods	Classroom training, computer sessions, Group presentations & Project discussions.

## Teaching Method - Bridging Theory and Practice

**A**t FTDC, theory and practice are not polar opposites but two necessary aspects of export education. Practice ensures relevance for today by exposing students to significant management problems and challenges. Theory ensures relevance for tomorrow by providing general principles that can define and resolve the problems of future. FTDC emphasizes participative learning in all its programmes. In addition to classroom lectures, the Centre organizes group discussions, special lectures, and case discussions to strengthen the teaching and learning process. The institute uses modern tools like audio visual aids, OHP, Video films and multimedia PowerPoint Presentation Systems in classrooms and practical workshops for effective communication.

### Training Material

Training material in the form of study notes, lecture handouts, CDs etc., are provided to the students at the beginning of the programme.

A comprehensive set of documents, used in international trade, in the form of Handbook of

### Internet Sessions

This course examines the programmes and potential of the Internet, World Wide Web, and related technologies for the marketing, selling and distribution of goods and services in international trade. The computer classes prepare the participants to obtain a greater understanding of market strategies in international trade.

### Product Week

FTDC organizes Product Weeks for the students focusing on the thrust products for the export and retail sectors. Specialists from the industry provide practical inputs with regard to product sourcing, product development, production techniques, product quality inspection, export and retail segments. The classes are held in the Product Lab where students view and experience the latest ranges in various product lines.

### Field Visits

These are industry visits organized by FTDC to provide, to its students, a working knowledge of the industry. Field visits are organized to strengthen the application of the theoretical concepts imparted in the classroom and provides the students with the required functional exposure.

### Case Studies and Presentations

Class-room lectures are a grooming ground for students as they are made to participate in various case study presentations which not only provides them the practical edge but also perfects their communication skills. As these presentations are mandatory the students gain the confidence and exposure to face the industry.

### Merchandising Lab

The Merchandising Lab is a unique concept provided to the students of FTDC, enabling them to visually examine and experience the different product concepts. The lab is well equipped with the latest sampling range of export and retail thrust products namely, Apparels, Home furnishings, Home Accessories, Leather Items, and Handicrafts including Costume Jewellery. The lab further strengthens Visual merchandising concepts of product display and layout. Hence theory classes are substantiated with interactive Lab sessions enables students to gain a grasp on these product ranges.

### Industry Interface Sessions

FTDC organizes various industry interface sessions to provide a realistic insight into the trade practices equipping them to handle the challenges of the industry. The speakers addressing the students are consultants and practitioners who solve the queries of students and provide them valuable corporate guidance



# FTDC Placement Portal



Recruiter Submits Job Requirement



Candidate Enters Pass Word, Activates Job Portal Link & Submits Resume

Candidates' Profiles Filtered



FTDC Placement Portal



Recruiter Contacts Students



Recruiter Interviews Candidate



Congratulations



The Placement Cell of FTDC helps students secure employment by a recruitment programme involving large number of companies. We, at FTDC, realize that every student has unique needs that may be met best by individual counseling, coaching and assessment. Therefore, the career advisor, through scanning interview, offers personal guidance on self assessment, job search techniques, resume writing, interview presentation and salary negotiation. Participants opting for placement are required to submit the Placement Registration Form for preliminary interview scanning.

The FTDC website [www.ftdcindia.org](http://www.ftdcindia.org) allows the students to host their profile to secure effective placement in reputed companies through the placement

FTDC Placement Cell

## FTDC Alumni

After completing the course at FTDC, a new relationship evolves between the student and the institute. The Alumni's point of contact with the institute is the FTDC Alumni Association which strives to keep the students connected to each other and FTDC. Activities and services include continuous career counseling to enhance professional development.

**Manoj Kumar:**  
Aryan worldwide  
"I wanted a job after my training at FTDC. FTDC got me a BOOMING CAREER".



**Vipin Kumar :**  
Reliance Retail  
"Working at Reliance was my ambition; I achieved it through my training at FTDC."

**Saloni Puri:**  
Fossil India  
"FTDC gave me the winning edge I needed for my career in Retail."



**Jagjeet Singh Trehan:**  
Multitex Filtration Engineers Ltd.  
"The professional training at FTDC was the only reason I could

**Shuchi Gupta :**  
Wills Lifestyle  
"FTDC, taught me, groomed me and got me the dream job I aspired



Expertes prompts 18 clés à croquer en 10 minutes



## **Bridging Distances**

**F**TDC also offers 4 Month Diploma in Export-Import Management through correspondence. The programme meets the requirements of those who are either employed or those seeking jobs but cannot attend the classes on regular basis. The curriculum and sequence of the programme is the same as for regular students

# Correspondence Course in Export-Import Management

## **Course Fee**

The fee for the course is Rs. 7000 to be paid by Bank Draft favoring Foreign Trade Development Centre, New Delhi. The course fee for students who undertake the correspondence course from outside India is US\$ 400 payable by Demand Draft drawn in favour of Foreign Trade Development Centre, New Delhi.

## **Study Material**

The study material is sent to the participants in 4 instalments. The 1<sup>st</sup> instalment of the course material is sent at the beginning of the first month followed by second, third and fourth instalment in the subsequent months. In order to make the participants adept at documentation and various procedures involved in export-import trade, the study material also includes a Hand Book of Export-Import Documents.

## **Award of the Diploma in Export-Import Management**

Evaluation of the student's performance is based on the assignments and the final examination (at the end of the 4<sup>th</sup> month) in ratio of 30:70. The final examination is held at FTDC, New Delhi. Successful candidates will be awarded the Diploma in Export Management by the Academic Council of Foreign Trade Development Centre.

## **Personal Contact Programme**

Personal contact sessions are available for our correspondence students at our New Delhi centre.

## **How to apply**

The interested candidates should apply on the prescribed form available from the offices of the Foreign Trade Development Centre.



## Executive Training Programmes

India is now a part of the global economy and international trade has become a top priority for the government and the business community. Exports occupy the pivotal position in our economy. However, as most companies and the business people engage in export trade, they are often not clear about foreign cultures, business practices and increasingly complex documentation and procedural requirements. The programme on "How to Enter Export Trade" is designed as a step by step guide to exporting and focusses more on the practical questions most commonly asked by those who wish to export. The seminar is intended for experienced export executives as well as the laymen interested in export business.

Programme Fee : Rs. 8,000 (Inclusive of course material and lunch)  
 Duration : 3 Days

Programme Outline	
<ul style="list-style-type: none"> <li>● Overview of Foreign Trade Policy</li> <li>● How to raise an export firm. (Application for Importer-Exporter Code Number, Registration with Sales Tax etc.)</li> <li>● Product Identification (Handicrafts, Ready Made Garments, Leather Products, Engineering Products, Silk items)</li> <li>● Export Pricing (FOB, CFR, CIF etc.)</li> <li>● Pricing in Practice.</li> <li>● Quality Management in Export Trade</li> </ul>	<ul style="list-style-type: none"> <li>● Terms of Payment (D/P, D/A, L/C, Advance payment)</li> <li>● Export Documentation (Customs Clearance, Buyer's Documents, Negotiation with bank)</li> <li>● Export Marketing, through Internet</li> <li>● Export Marketing, How to Locate a buyer-a practical approach</li> <li>● Processing of an Export Order</li> <li>● Export Financing</li> </ul>

## Executive Training Programmes

Documentary Letter of Credit (L/C) is the most widely used mode of payment in the international trade which is governed by a set of rules known as Uniform Customs Practices for Documentary Credits (UCP). The current version of UCP 600 came in force on July 1, 2007. An assured payment against letter of Credit requires an express incorporation of UCP 600 in the documentary credits. This 3 day programme provides intensive guidance to exporters, importers, export-import managers and bank executives to understand the L/C mechanism and application of UCP 600 and develop a sound knowledge of documents and related issues involved in the negotiation of documentary credits. The programme covers theory and practice in simple and systematic module.

Programme Fee : Rs. 8,000  
 Duration : 3 Days

Programme Outline	
<ul style="list-style-type: none"> <li>■ Meaning of Credit</li> <li>■ Types of Credits /Documentary Credit</li> <li>■ Documentary Credit :The contract between the Bank and the Beneficiary</li> <li>■ UCP 600 : 39 Articles</li> <li>■ Mechanism of Letter of Credits</li> </ul>	<ul style="list-style-type: none"> <li>■ Relationship between the parties to a Documentary Credit</li> <li>■ Fraud in Documentary Credits</li> <li>■ Preparation of Documents under L/C</li> <li>■ Clean and Discrepant Documents</li> <li>■ Negotiation of Documents under L/C</li> <li>■ Compliance of L/C terms</li> </ul>

**T**rade information consists of any business related information required by exporters and importers to prepare marketing strategies and conclude successful international trade transactions. The emergence of the internet has opened the world of electronic information to a much wider audience. The workshop emphasizes on identification of specific sources of information category by category particularly using the internet as a privileged mode of access to most sources of information and is designed for managers and professionals in charge of providing trade information in export organizations and those wishing to enter export trade.

**Programme Fee** : Rs. 6000 (Inclusive of course material and lunch)  
**Duration** : 3 Days

Programme Outline	
<ul style="list-style-type: none"> <li>▶ Internet Basics</li> <li>▶ The Internet as a source of business information</li> <li>▶ Internet Utilities/Components for Business Efficiency</li> <li>▶ www. Email browsing / surfing newsgroup</li> <li>▶ How the web can be used</li> <li>▶ International Sources on Prices                             <ul style="list-style-type: none"> <li>▶ Best sources on prices</li> <li>▶ Presentation / ITC's Market News Service</li> <li>▶ Introduction to the use of Internet search tools</li> </ul> </li> <li>▶ Market research, characteristics and Foreign Trade Statistics</li> <li>▶ The Product Classification (HS and SITC)                             <ul style="list-style-type: none"> <li>a) International Trade Statistics</li> <li>b) Indian Trade Statistics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Product Identification &amp; sampling</li> <li>▶ Practical Surfing</li> <li>▶ Trade Contacts/ Locating Buyers                             <ul style="list-style-type: none"> <li>▶ Best Sources                                     <ul style="list-style-type: none"> <li>● Publications</li> <li>● CD-Roms</li> <li>● The Internet</li> <li>● Commercial Databases</li> </ul> </li> <li>▶ National/ International TPOs</li> <li>▶ Association of Specialised importers</li> <li>▶ Online Registration</li> <li>▶ Online Posting of Offers / Demand</li> </ul> </li> <li>▶ Major sites providing free registration</li> </ul>

## Entrepreneurial Development Programmes

**B**usiness cannot be done without some risks, and the businesses in greatest peril are those that do not take the time to perceive and analyze those risks. Besides some risks arising from catastrophic or uninsurable events, most of the risks are the products of premeditated management decisions such as doing business on credit terms as a competitive measure. It is important to understand how to analyze and seek information about the degree and the costs of protecting against those risks.

The programme exposes the participants to various risks involved in trade and prepares them on how to manage those risks. The programme is of great importance to those associated with export import trade directly or indirectly.

**Programme Fee** : Rs. 6,000 (Inclusive of course material and lunch)  
**Duration** : 2 Days

Programme Outline	
<ul style="list-style-type: none"> <li>▶ Managing Export Risks</li> <li>▶ Analyzing Foreign Credit Risks</li> <li>▶ Insuring Transit Risks</li> </ul>	<ul style="list-style-type: none"> <li>▶ General Casualty and Liability Risks Overseas</li> <li>▶ Foreign Currency Exchange Risks</li> </ul>





## Trade Information

FTDC provides Trade Information to meet the basic information needs of export firms. The FTDC has on-line arrangements with International Import Promotion Organizations for collection and dissemination of trade information through its well established, computerized infrastructure. The FTDC provides information on

- ▶ Latest trade enquiries from interested importers abroad
- ▶ Sales Representatives / Agents abroad
- ▶ Buying Agents in India
- ▶ Overseas Trade Fairs
- ▶ Opening overseas offices
- ▶ Import tariff regulations in importing countries
- ▶ Business practices abroad
- ▶ List of manufacturers of exportable products

The FTDC disseminates this information and information on events organized by Centre for Promotion of Imports, Netherlands, International Trade Centre, Geneva and other trade promotion organizations to all participants of the training programmes.



FTDC at Mauritius.

FTDC at Ambiente, New Delhi.

FTDC at Copenhagen, Denmark



## Project Consultancy

Headed by Dr. K.L. Bhatia, the Project Consultancy Division (PCD) of the FTDC offers complete services as regards

- ▶ Identification of items for exports
- ▶ Formulation of export projects with specified investments
- ▶ Financing of export projects Other on-line services during implementation stage

**You can also approach PCD for any of the following:**

- ▶ Strategy formulation for penetration into export markets
- ▶ Assistance in arranging latest sampling for the products identified for exports
- ▶ Issues concerning Foreign Trade Policy and Procedures as well as other related policies
- ▶ Collective Trade Fair Participation in India and abroad

# Diploma in Retail Management

## Course Objective

The objective of the 6 months programme is to develop trained professionals for the increasing demand in the growing Indian Retail sector. The programme aims to develop an understanding of the retail market and introduce the basic retailing concepts.

The course focuses on acquiring, the fundamental retail operational knowledge and skill sets required for an effective service and management in retail organizations. The course prepares aspirants who want to enter the world of retailing through front line sales and operations. The candidates are groomed to incorporate contemporary industry practices and obtain hands on experience through use of 'realistic' retail cases, visiting industry speakers, active projects and the Merchandising Laboratory. The above training also prepares them in the areas of Product and Visual Merchandising.

Apart from operational training, participants are groomed for leadership positions by sharpening team building and intra organizational skills, relevant to the retail sector.



## THE COURSE CURRICULUM :

### I STRATEGIC RETAIL MANAGEMENT

#### Introduction to Retailing

- ☞ Retailing A Concept
- ☞ Principles of Retailing
- ☞ Retailing Across The Globe
- ☞ Retail Industry in India
  - ★ Indian Retail Overview
  - ★ Consumption and Consumer Trends
  - ★ Career opportunities in Retail
  - ★ Store Operations
  - ★ Merchandising
  - ★ Operations / Logistics Management
  - ★ Store Planning and Design
  - ★ Marketing and Promotions

#### Strategic Retail Planning

- ☞ Components of Retail Strategic Planning
- ☞ Organisational Mission
- ☞ Statement of Goals and Objectives
- ☞ Identification of Consumer Characteristics & Needs
- ☞ Opportunities and Threats in Retailing

#### Building and Sustaining Relationship in Retailing

- ☞ Value and the Value Chain - Elements of a Value Chain
- ☞ Retailer Relationships
  - ★ Customer Relationships
  - ★ Channel Relationships

### II SITUATION ANALYSIS

- ☞ By Ownership
  - ★ Independent stores
  - ★ Chain stores
  - ★ Franchise
  - ★ Leased Department stores
  - ★ Vertical Marketing System
  - ★ Consumer Co-operatives
- ☞ By Store-based Retail Strategy Mix
  - ★ Convenience Store
  - ★ Conventional Supermarket
  - ★ Food-based Superstore
  - ★ Combination Store
  - ★ Discount Store
  - ★ Specialty Store
  - ★ Variety Store
  - ★ Traditional Department Store
  - ★ Factory Outlet
  - ★ Membership Club
- ☞ By Nonstore-based Retail Strategy Mix and Nontraditional Retailing
  - ★ Direct Marketing
  - ★ Direct Selling
  - ★ Vending Machine
  - ★ World Wide Web
  - ★ Other emerging Retail Formats

### III TARGETING CUSTOMERS & GATHERING INFORMATION

- ☞ Identifying and Understanding Consumers
  - ☆ Consumer Demographics
  - ☆ Consumer Lifestyles
  - ☆ Consumer Profiles
- ☞ The Consumer Decision Power
- ☞ Factors Influencing Buying Decisions : Indian Context
  - ☆ Social Factors
  - ☆ Environmental Factors
- ☞ Information Gathering and Processing in Retailing
  - ☆ Retail Information System
  - ☆ The Marketing Research Process

### IV KEY RETAIL SEGMENTS

- ☞ Fashion
- ☞ Fitness & Personal Care
- ☞ Health and Pharmaceuticals
- ☞ Catering
- ☞ Entertainment Retailing
- ☞ Food and Grocery
- ☞ Consumer Electronics

### V RETAIL MARKETING STRATEGY

#### Market Segmentation

- ☞ Rural Vs Urban retailing strategy
- ☞ Identification of a Target Market
  - ☆ Retail Location
  - ☆ Market Demand Potential
  - ☆ Market Supply Factors
- ☞ Building a Sustainable Competitive Advantage
  - ☆ Customer Loyalty
  - ☆ Location
  - ☆ Human Resource Management
  - ☆ Distribution and Information Systems
  - ☆ Unique Merchandise
  - ☆ Vendor Relations
  - ☆ Customer Services and Retailing
- ☞ Growth Strategies
  - ☆ Market Penetration
  - ☆ Market Expansion
  - ☆ Diversification
- ☞ Financial Strategy
  - ☆ The Strategic Profit Model
  - ☆ The Profit Path
    - Net Sales
    - Gross Margins
    - Expenses
    - Net Profit
  - ☆ The Turnover Path
  - ☆ Setting Performance Objectives
- ☞ Store Location
  - ☆ The Importance of Location to a Retailer
  - ☆ Target Market and Store Location
  - ☆ Site Analysis
    - Trading Area - Analysis
    - Demand Density
    - Supply Density
    - Site Availability

### VI RETAIL MARKETING AND PROMOTIONAL STRATEGY

- ☞ Advertising and Promotional Strategy
- ☞ The Retail Promotion Mix
- ☞ Promotional Objectives
- ☞ Planning Retail Advertising Campaign
- ☞ Sales Promotion and Publicity Management

### VII STORE OPERATIONS

#### Retail Business

- ☞ Store Format, Size and Space Allocation
- ☞ Personnel Utilization
- ☞ Store Maintenance
- ☞ Inventory Management
- ☞ Store Security
- ☞ Store Operations Parameters
- ☞ Shrinkage
- ☞ Dead Stock Management
- ☞ Fast / Slow Mover Tracking

#### Visual Merchandising and Shop Floor Management

- ☞ Store Planning, Design and Lay out
- ☞ Space Mix and Effective Space Management
- ☞ Visual Merchandising Window Display
- ☞ Optimal Space Utilization

#### Customer Interaction

- ☞ Customer Relationship Management (CRM)
- ☞ The CRM Process
- ☞ Collecting Consumer Data
- ☞ Data Analysis and Target Customers
- ☞ Developing CRM Programmes



## VIII RETAIL MERCHANDISE MANAGEMENT

### Merchandise Planning

- ☞ Planning Merchandise Assortments
- ☞ Product Range Planning
- ☞ Product Life Cycle
- ☞ Sourcing and Sampling
- ☞ Buying Formats
- ☞ Category Formats
- ☞ Planning Sales and Inventory
- ☞ Global Sourcing Supply Chain and Vendor Management
- ☞ Logistics Management
- ☞ Vendor Cycle
- ☞ Vendor Negotiations
- ☞ Trade Terms
- ☞ Supply Chain Cycle
- ☞ Information System and SCM Pricing in Retailing
- ☞ Pricing Terms
- ☞ Pricing Mechanics
- ☞ Strategic Pricing
- ☞ Purchase Orders and Payment Terms
- ☞ Types of Retail Pricing
- ☞ Mark Up / Mark Down
- ☞ Planning Profit Margins



## IX RETAIL FINANCE OPERATIONS MANAGEMENT

### Financial Merchandise Management

- ☞ Measure of Productivity
- ☞ Turnover
- ☞ Stocks to Sales Ratio
- ☞ Sales per square foot
- ☞ Merchandise Accounting
  - Financial Ratios and Gross Margin
  - Returns on Investment

### Inventory Valuation

- ☞ Physical and Book Inventory
- ☞ Overage and Shortage
- ☞ Shrinkage and Impact of Shortage
- ☞ LIFO and FIFO

## X RETAIL INTRA ORGANISATIONAL MANAGEMENT

### Managing Human Resources

- ☞ Planning for Human Resources
- ☞ Hiring the Right Person for the job
- ☞ Managing Existing Employees
- ☞ Motivating Retail Employees
- ☞ Building Employees Commitment

## XI INDIAN RETAIL The road ahead

- ☞ Emerging Indian retail destinations
- ☞ Government Policies for retailing in India
- ☞ Facts and Findings

## CAREER PROSPECTS

Job openings include Store Manager, Inventory Manager, Visual Merchandiser, Sales Team Leader, Floor Manager and Front Line Staff Manager

### FRONT-END JOBS

Customer Service Associate, Sales Team Leader, Store Manager, Visual Merchandiser

### BACK-END JOBS

Merchandisers, Promotions & Advertising Executives, Retail Operations Manager, Product Development Manager, Category Manager

## Faculty

The FTDC faculty includes industry professionals, retail consultants and academicians

## Methodology

The programme incorporates lectures, discussions, case studies presentations, industry interface sessions, field visits to retailers, projects and assignments. A variety of learning tools ranging from lectures, PowerPoint presentations, and interactive role plays are employed for effective learning.

## Duration : 6 months

5 months of class room sessions along with projects, role plays and case study discussion + 1 month of practical project study.

## Eligibility

Young aspirants who want to join the big retail revolution either as professionals / entrepreneurs / family business growth drivers, may apply with minimum qualifications of HSC (10+2) years of education with a minimum score of 50% and above.

	LUMP SUM	INSTALMENT OPTION	
		I	II
Tuition Fee	Rs. 22,000	Rs. 11,400	Rs. 11,400

## Mode of payment

The fee can be paid either in cash or in the form of a demand draft drawn in favour of Foreign Trade Development Centre, payable at Delhi.

## Evaluation and Award of Diploma

The performance of the candidates of Diploma in Retail Management is evaluated on the basis of terminal written tests, project study, group presentations and attendance at the laboratory sessions. The successful participants who obtain a minimum of 70% attendance in lectures and secure 50% and above in examination would qualify for the Diploma.

# Certificate Programme in Retail Management

Objective of the 3 months certificate course in Retail management is to train personnel in the area of Store Operations and Customer Relationship Management .The programme focuses on specialized functions of Customer interaction skills, visual merchandising and store maintenance. The 3 months programme equips students to handle all front end operations related to understanding and handling customers and floor management.

The programme involves an apt balance between theory and practice giving the required inputs enabling students to handle the challenges in the industry.

## Course Curriculum:

- ☞ Introduction to Retail Industry
- ☞ Customer Interaction Skills
- ☞ Product Skills
- ☞ Visual Merchandising
- ☞ Planogram Design Study
- ☞ Sales Close
- ☞ Product Categories
- ☞ Product Life Cycle in Stores
- ☞ Promotional schemes
- ☞ Membership Programmes
- ☞ Store Maintenance

## Eligibility

Young aspirants who want to join the big retail revolution either as professionals / entrepreneurs / family business growth drivers, may apply with minimum qualifications of HSC (10+2) years of education with a minimum score of 50% and above.

Programme Fee : Rs. 15, 000

## Mode of payment

The fee can be paid either in cash or in the form of a demand draft drawn in favour of Foreign Trade Development Centre, payable at Delhi.

## Evaluation and Award of Certificate

The performance of the candidates in Certificate Programme in Retail Management is evaluated on the basis of terminal written tests, project study, group presentations and attendance at the laboratory sessions. The successful participants who obtain a minimum of 70% attendance in lectures and secure 50 % and above in examination would qualify for the Certificate.

## CAREER PROSPECTS

A golden opportunity to work for the leading retail brands like Reliance Retail, Lifestyle, Pantaloons, Wills Life Style, Fossil India, Aditya Birla.



# PROGRAMME IN VISUAL MERCHANDISING

Visual Merchandising (VM) is an art of presenting a product, providing a concept, image and experience, to the consumer. Appropriate Visual Merchandising creates buying desire and finally augments the selling process. FTDC's one month programme, on visual merchandising exposes the participant to the concept of blending art and science that not only imparts the right aesthetic appeal, but also includes insight into the functionality of retail space and other retail operations.

## Visual Merchandising Resource Lab:

The Visual Merchandising Resource Lab at FTDC trains students on the art of integrating, the softer aspects of colour, convenience, visual art, design with respect to visual appeal.

This practical experience helps students to coordinate the concepts of space, product, merchandising and visual experience that address the design aspirations of the consumer.

**Duration :** one month

**Sessions :** Classes to be held 5 days a week

**Programme fee :** Rs. 8000

**Timings :** Morning/ Evening (2 hr sessions)



# PROGRAMME IN STORE OPERATIONS

Store operations include assimilation of complex functional data like merchandise trends across store, regions, time and customer groups, or correlating demand and supply data for effective store management. The emerging retail industry in India can no longer rely on manual methods or low-level tools to ensure optimum inventory..

FTDC's one month programme helps in managing store functions in an effective manner like, devising stock-carrying plans for inventory management systems, plan innovative merchandising practices that helps meet customer demand and to iron out stock buildups.

**Duration :** one month

**Sessions :** Classes to be held 5 days a week

**Programme fee :** Rs. 8000

**Timings :** Morning/ Evening (2 hr sessions)





# FTDC APPLICATION FORM

S. No. 07 - \_\_\_\_\_

Course applied for :

Batch :

Centre :

Session :

Please affix recent  
passport size  
photograph

## PERSONAL

Name Mr. / Ms.

Fathers / Husband's Name :

Present Address  Res / Off / C/o Tel. No.

Permanent Address

Res / Off / C/o Tel. No.

Place of Birth  State  Date of Birth

E-mail  Url

## EDUCATION

Degree / Diploma / Certificate Course	Period From	To	School/ College/ Institute	Board/ University	Year of Passing	Division % Marks	Major Subjects
H.S.C							
S.S.C							
Graduation Degree B.A./B.Sc./B.Com.							
Post Grad. Degree M.A./M.Sc./M.Com.							
Any other qualification Cert./Dip./Degree							





# FTDC Placement Registration Form

Course applied for :

Batch :

Centre :

Session :

Please affix recent  
passport size  
photograph

## PERSONAL

Name Mr. / Ms. :

Fathers / Husband's Name :

Present Address

Res / Off / C/o Tel. No.

Permanent Address

Res / Off / C/o Tel. No.  Place of Birth  State

Date of Birth  E-mail  Url

## EDUCATION

Degree / Diploma / Certificate Course	Period		School/ College/ Institute	Board/ University	Year of Passing	Division % Marks	Major Subjects
	from	To					
H.S.C							
S.S.C							
Graduation Degree B.A./B.Sc./B.Com.							
Post Grad. Degree M.A./M.Sc./M.Com.							
Any other qualification Cert./Dip./Degree							

## LANGUAGES KNOWN (INDIAN & FOREIGN)

Speak

Read

Write

## EXPERIENCE PROFILE

Start with your current job and work backwards, If necessary use a separate sheet. Please also indicate gaps in employment, if any

Sr. No.	Name of Company	Designation	Period		Salary Drawn	Main Job Responsibilities	Reason for change
			From	To			

Signature

Date :

Place :

# The Governing Body

An autonomous organisation, FTDC is governed by an independent Governing Body in consonance with its mission of promoting learning in the field of International Business. The members, apart from being illustrious in their respective fields, are deeply committed to the cause of human resource development through education and training.

The Body comprises of

## **Chairman**

Professor Satish Kumar, M.A., Ph.D.,  
Formerly Professor of Diplomacy  
Jawaharlal Nehru University, New Delhi

## **Members**

Dr. K.L. Bhatia, M.A., Ph.D. (International Trade)  
Delhi School of Economics, New Delhi

Dr. Charan D Wadhwa, M.A., Ph.D. (Yale University, U.S.A.),  
Formerly President, Centre for Policy Research, New Delhi.

Professor V.L. Rao, M.A., M.Sc., Ph.D.,  
Senior Fellow, Research and Information System for Non-Aligned and  
other Developing Countries

Dr. M.K. Pal, M.A., Ph.D.,  
Consultant, Arts, Crafts and Cultural Studies

Mr. Vikram S. Nangia, M.B.A. (University of Michigan, U.S.A.)  
Sr. Vice President (Finance), American Express, New York

Mr. Rakesh Kumar, M.B.A. (University of Rochester, U.S.A.)  
Principal, Technology Media and Telecommunications  
Deloitte Consulting LLP.



**FOREIGN TRADE  
DEVELOPMENT CENTRE**

For further details contact :

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Website : [www.ftdcindia.org](http://www.ftdcindia.org)