

Research at IIFT

1. Evaluation of Marketing Development Assistance Scheme

The study was conducted on behalf of Ministry of Commerce & Industry, Government of India. In order to strengthen external trade, government provides the industry with needed support in various ways. Government export promotion activities are aimed to promote exports through various aids to exporters ranging from information on exporting and export markets to financial assistance and tax rebates. The Indian Government too, has introduced plethora of export assistance and export promotion schemes so that the exporters can efficiently compete in the international markets by offering quality Indian products and services. One of the important schemes introduced by the Department of Commerce, Government of India includes the Marketing Development Assistance (MDA) Scheme. The basic objective of the MDA Scheme is to assist exporters for enhancing their markets abroad through participation in trade fairs and exhibitions. The MDA Scheme is designed particularly to assist Export Promotion Councils to undertake export promotion for their products. This study covered a detailed analysis of the activities performed under the MDA Scheme by the different Councils since its inception. On the basis of the evaluation done in this report, the MDA Scheme is found to be useful and supportive of the small and medium enterprises in its current form. Primary data have been collected from the Export Promotion Councils as well as the exporters participating in the fairs and other events funded by this scheme. Interactive sessions were also held with select exporters from different Councils.

2. Study on Sustainability of AHVY Clusters who have completed three years but have not completed five years of project period as on 30.9.2010 (Category II)

The Study was entrusted by the Office of Development Commissioner - Handicrafts, Ministry of Textiles, Govt. of India to conduct assessment study

about the impact of AHVY Scheme in 273 Clusters which were sanctioned after 30 September 2005. Following are the objectives of the study:

- To assess each cluster based on the sustainability index and submit individual reports.
- To examine the effectiveness of interventions sanctioned.
- To assess exposure of artisans to marketing avenues, tools and technologies, design, banking and insurance facilities.
- To identify bottlenecks (if any) in development of the cluster and the artisans.
- To examine the extent of artisans coverage under Artisans Credit Card Scheme.
- To assess the performance of CFCs (if any) in these clusters.
- To analyze the level of Entrepreneurship and Business Skill among the artisans.
- To reflect an overall picture of the said cluster on entire country basis.
- To make recommendations for effective implementation in terms of change in scheme and implementation process.

One Cluster was found to be wrongly included in the list. Out of the remaining 272 clusters, survey and cluster reports for 241 clusters have been submitted by the Institute.

3. Creation of Trade Data Base, Assessing the Implications of Existing Free Trade Liberalization Agreements and Providing Assistance for Negotiations on FTAs

The study was commissioned on behalf of Ministry of Agriculture. The following were the objectives of the study:

- Create a database of India's trade flows (export and import) for 20 years for products identified under Ministry of Agriculture.
- Conduct competitiveness analysis of India's agricultural products for exports and identify the

products/tariff lines with export prospects/export potential.

- Identify the high growth exports and products that are constrained by tariffs and non-tariff barriers.
- Conduct an analysis of vulnerability of India's agricultural products and identify the products/tariff lines with import threats.
- Identify products of export interest and import threat for Free Trade Agreement (FTA) negotiations for each region and country.
- Carry out an analysis of FTAs
 - The concluded FTAs
 - The FTAs under negotiation.

4. Strategy Paper for Allocation of Funds to Commercial Wings of Indian Missions Abroad under Market Expansion Activities

The study was entrusted by Ministry of External Affairs. The following were the objectives:

- To identify focus regions and countries which are to emerge as thrust markets for India in the coming years.
- To examine the priority sectors corresponding to each of the selected regions / countries, so as to lay down a need based strategy for allocation of funds to the Indian Missions for Market Expansion activities.

- To map the sectors where India is currently exporting and the sectors which are of relevance so far as the import by the selected countries are concerned.
- To prepare templates for region/country wise market expansion activities to be identified by the Indian Missions based on an assessed rationale so as to achieve tangible returns by prioritizing focus areas and sectors.
- Based on this strategy paper, to identify scope for further detailed research on specific region and / or sector wise mapping.

5. Prospects for India-Iran Trade: An Assessment of Opportunity and Challenges

The study was conducted on behalf of Embassy of India, Tehran. The following were the broad objectives of the study:

- Create a database of Iran's trade flows with the major trading partners whose exports show substantial variations, namely the EU, Japan and China. This database would be at a disaggregated product level and aggregated at an industry level.
- Provide a detailed analysis of import trends of Iran in terms of goods and commercial services and identify export potential products and services for India. The focus shall be primarily on the following sectors: (a) Oilfield equipment and services; (b) Steel; (c) Power; (d) Automobile spare-parts; and (e) Transport equipments.



Industry Stakeholders Consultation on Identifying New Opportunities in India-Iran Economic Trade Relations, Mumbai, 17 April 2012.

- Examine the market access issues in Iran in terms of trade policies, exchange rate issues and other government policies.
- Organize industry consultations in collaboration with Confederation of Indian Industry (CII).

6. Pilot Survey on International Trade in Education Sector

The study was entrusted by Directorate General of Commercial Intelligence and Statistics, Department of Commerce. The terms of reference for the project included: (1) to examine the overall pattern of trade flows in India's higher education services; (2) to analyze the pattern of receipts and payments from trade in higher education services as per the four modes under GATS; (3) to analyze the direction of export and import of trade in higher education both at country and regional level; (4) to identify the number of educational personnel (viz., faculties) engaged in trade in educational services; and (5) to identify the barriers to trade in education services at country level and in different categories of services provided. The scope of the pilot survey has been restricted to Higher Education services, covering technical education, management education, medical education and general discipline (University level courses), and 160 Institutes/Universities have been selected for this purpose. The report observed that trade in higher education services generates positive net revenue for India, although the extent varies significantly across the different categories of higher education. Maximum revenue has been generated from movement of students (Mode 2 under GATS classification), followed by the education services offered through ICT-enabled route (Mode 1). In the case of education service exports from India, North America is a major destination followed by West Asia, South Asia, North Africa and South-East Asia. With regard to imports, North America is a major source followed by Europe, East Asia and the Pacific and South-East Asia. Students have come from abroad to study in Indian universities / institutes from South Asia, West Asia, South-East Asia, North Africa, North America, East Asia and the Pacific, while Indian students have primarily travelled to Europe, North America, East Asia and the Pacific for studying in

foreign academic institutions. The Indian faculties have generally visited North America, Europe, East Asia and the Pacific and South-East Asia for delivering services, while foreign faculties have come to teach in India primarily from North America and Europe. Non-tariff barriers to education service exports are witnessed mainly with regard to the movement of students and faculty. At the institutional level, government policies, national requirements, limitations on FDI, etc. have emerged as major constraints for Indian exports.

Ph.D. Programme

Ph.D. 2012 Programme commenced on 6 July 2012. Fourteen candidates (13 part-time + 1 full-time) have been enrolled for the programme on the basis of written exam and viva-cum-interview. Five students were awarded Ph.D. Degree at the 47th Annual Convocation held on 21-22 March 2013.

Foreign Trade Review

The Institute publishes a quarterly journal *Foreign Trade Review* (FTR) focusing on areas of international economics, trade, finance, international marketing, IT, consumer behaviour, WTO issues and any other issues relating to cross-border transaction in goods and services. In its more than



four and half decades of existence, it has catered to need-based requirements of academicians, researchers, policy-makers and trade & industry. This premier trade journal is now being published by Sage India from January 2013. With the involvement of reputed publisher like Sage, the journal promises to widen its visibility and reach out to larger section of its stakeholders. The first issue of the journal was released by Dr. C. Rangarajan, Chairman of the Prime Minister's Economic Advisory Council, during the third biennial conference on Empirical Issues in International Trade and Finance (EIITF) held at Kolkata Campus of the Institute during 10-12 January 2013.