



Indian Institute of
Foreign Trade

RESEARCH NEWSLETTER

NO. 18

DECEMBER 2013

RESEARCH
NEWSLETTER

Global India MSME Summit

The Confederation of Indian Industry (CII) in partnership with Ministry of Micro, Small & Medium Enterprises (MSME), Government of India organized “Global India MSME Summit” during 9-10 October 2013 at New Delhi. IIFT had provided critical knowledge support for the summit. The Event was attended by Shri K.H. Muniyappa, Hon’ble Minister of State for MSMEs, Government of India; Shri Madhav Lal, Secretary, Ministry of MSME, Government of India; Shri Deep Kapuria, Chairman, CII National Council on MSMEs; Dr. Surajit Mitra, Director IIFT and Shri Chandrajit Banerjee, Director General, CII. The summit provided a singular opportunity to MSMEs attending from different corners of the world to identify the emerging business opportunities in India; hold high-level meetings with prospective Indian partners; and to establish collaborative businesses. It was designed to nurture Indian MSMEs to go global by exploring emerging markets for MSMEs, identifying cross-border partnership opportunities, showcasing Indian MSME technologies, innovations, products and services to Indian and visiting foreign audiences.



Dr. Surajit Mitra, Director, Indian Institute of Foreign Trade addressing at the Global India MSME Summit.

The Centre for MSME Studies was quite evident in this context at IIFT, has taken deep initiative in popularizing and promoting the **potentiality** of the sector through series of programmes that it had conducted over the years. One of the prime agenda in the event was signing of MOU between IIFT and CII as a joint initiative on (i) conducting an annual study on Policy/ Procedural Reforms for Enhancing Exports from MSMEs, (ii) Short Term Training Programs on Export Management, with special focus on first time exporters, (iii) Online Sessions on Export Management for wider reach as well as to leverage the strength of Social Media, and (iv) an Annual MSME Exports Seminar/Summit in Delhi along with an annual survey on Policy & Procedural Re-forms for Enhancing Exports from Indian MSMEs.

The theme of the conference was Building Innovative, Knowledge led Global MSMEs in Engineering & Manufacturing Sectors. Dr. K. Rangarajan, Professor, IIFT, was a key speaker for the plenary session on “Emerging Markets for Indian MSMEs in Manufacturing & Engineering Sector”. Ms. Areej Aftab Siddiqui, Assistant Professor delivered a special lecture on Export documentation and regulatory formalities during the event.



IIFT-CII MOU signing: Dr. Surajit Mitra, Director IIFT and Mr. Deep Kathuria, Chairman, CII National Council on MSMEs.



Dr. K. Rangarajan, Head, Centre for MSME Studies & IIFT Kolkata, addressing at the Summit.



Prof. Areej delivering the special lecture on export documentation during the summit.

Presentations by IIFT Faculty

- **Dr. Saikat Banerjee, Associate Professor** presented a paper on “An Empirical Analysis on Congruence among Consumer Personality, Brand Personality, Corporate Personality behind Brand Preference” at the 46th Conference of “Academy of Marketing (AM)” held at University of South Wales, Cardiff, UK., 8-11 July 2013.



- **Dr. Deepankar Sinha, Associate Professor** presented a paper titled “Relevance of DEA to the Estimation of Productive Efficiency in the Indian Port Industry” at the International Conference organized by International Society for Data Envelopment Analysis (DEA) at Samsun, Turkey, 27-30 June 2013.
- **Dr. Basanta K. Sahu, Assistant Professor** presented a research paper titled “Building Security for the Low Income Households: An Analysis of Micro-insurance in India” at the Third European Research Conference on Microfinance, at the University of Agder, Norway, (organized by European Microfinance

Platform, Norwegian Centre for Microfinance Research, CERMi and University of Agder), 10-12 June 2013.



Faculty Participation in Discussion Forums

- **Shri Rohit Mehtani, Professor** received an invitation to be a Consultant for Trade and Investment Stream in the Department of International Development (DFID) supported “Knowledge Partnership Programme”. The Project entails helping the poor developing countries in Africa and South Asia in trade and investment matters.
- **Prof. Rohit Mehtani** was invited on 5 October 2013 by Samsung India to address senior managers comprising of Indians and expatriate South Koreans at its Plant located in NOIDA. Prof. Mehtani spoke on ‘Transformations in Global Political Economy and the Challenges for India’.
- **Dr. Basanta K. Sahu, Assistant Professor** invited to deliver a lecture on “Performance of India’s Foreign Trade and Economic Development” at School of Management, National Institute of Technology (NIT), Rourkela, 25 March 2013

- **Dr. Tamanna Chaturvedi, Assistant Professor** represented Centre for MSME Studies as trainer for “TOT on Enhancing Utilization of FTAs by SMEs in GMS” by Mekong Institute, Thailand during 17-21 June 2013. Participants from China, Thailand, Vietnam, Cambodia, Lao and Myanmar attended the programme.
- **Dr. Tamanna Chaturvedi** participated as speaker in SME Conclave organized by TIE on 11th July 2013. She spoke on the role of innovation towards enhancing competitiveness of Indian SMEs in global market.



Publications by IIFT Faculty

Sl. No.	Author	Title	Publication/Publisher
1.	Dr. Ravi Shanker	Paper on Management Education in India: The Road Ahead	<i>HSB Research Review</i> , Vol. 6 No. 2, July-December 2012, pp.1-6 (ISBN No. 0976-1179)
2.	Dr. Gautam Dutta	Paper on International Branding at Mirza International: Dilemma Unsolved	Edited Book on “Cases on Consumer-Centric Marketing Management” published by IGI Global, USA.
3.	Dr. Deepankar Sinha	Paper on Dimensions of Changing Directions of Trade: A System Dynamics Framework”	Book titled “India-Canada Trade and FDI Bilateral Flows - Performance, Prospects and Proactive Strategies” - Allied Publishers: ISBN: 978-81-8424-818-0, 2013.
		Paper on Analysing Port Performances Logistics Costs : A Multidimensional Causal Approach	IIFT Working Paper Series, 2013 http://cc.iift.ac.in/research/research.asp?menuid=24
4.	Dr. Basanta K. Sahu	Paper on Building Security for the Low Income Households: An Analysis of Micro-insurance in India	International Conference Proceedings on Microfinance, University of Agder, Norway.