PRARAMBH

An Export Import Trade Magazine



India Large Economy and Weak INR?

An Initiative by iiiEM

April 2024

Forward

World's largest democracy, India is voting for its Lok Sabha and of course the Prime Minister too.

India is the world's longest election phase, starting from 19th April and ending on 4th June in the current times. With 44 days of voting in seven phases, the 1.4 billion people of India will decide the future of India's politics and ruling Government.

India is expected to sign a 10-year management agreement for Chabahar Port in Iran to enhance connectivity with Afghanistan and Central Asia.

A row between India and Canada surrounding Sikh independence, commonly referred to as the Khalistan movement, continues to cause tensions. Aspirants wishing to go to Canada for higher studies are at stake currently. Also, the students who have passed out from Canadian Universities are facing problems of employment.

The animosity plays hard to give up for Russia – Ukraine and Hamas – Israel. Wars and attacks continue in these areas of conflict. Sudan is seeing a civil unrest and so is Myanmar. On the other side of the world Venezuela is witnessing rampant violence, inflation, gang warfare, soaring crime rates, and shortages of food, medicine and essential services. This is forcing millions to flee from Venezuela; nearly 8 million Venezuelans are displaced globally, with more than 6.5 million currently residing in Latin America and the Caribbean.

Having elected its Prime Minister, Pakistan is merely balancing between one IMF loans to another. Amidst the economic crisis, Pakistan is seeing a fresh spate in Pakistan Administered Kashmir region.

May wisdom and peace prevail!

Best Wishes,
Editor, Prarambh

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Why is the Indian Rupee weakening?



India's economy suffered back in 1990 as the fiscal deficit decreased by 7.8% of the GDP and India was on the verge of being branded a defaulter in the Indian market. This had a significant impact on the value of the rupee. India had to make their export cheaper and import dearer.

The economic crisis in 1990 played a role in 1992 when the rupee devalued and the exchange rate came to S1 equal to Rs.25.92.

Since then, the value of the Indian rupee has started to decline, and it is currently worth Rs.83.47 as we write this article.

o India has a robust economy with a large and diverse workforce, a growing middle class, and a vibrant services sector.

The Indian rupee has been experiencing a paradox in 2024: despite gains in the equity markets and rising foreign exchange reserves, it has weakened against the dollar. Let's delve into the reasons behind this phenomenon:

1. **Geopolitical Tensions in West Asia:** These tensions have caused volatility in global markets, leading to crude oil prices hovering around $90 for Brent crude, the highest in five months. India, being a significant crude consumer, is adversely affected by rising oil prices.

2. **US Federal Reserve Rate Cuts:** Many analysts expect the US Federal Reserve to postpone its rate cuts to next year due to the strengthening US economy. Higher interest rates in the US attract global funds away from emerging markets like India.

3. **Foreign Institutional Investors (FIIs) Selling:** Foreign investors have been selling shares in Indian markets. This trend is driven by high valuations in Indian stocks, allowing them to book profits when other markets are subdued.

4. **Dollar's Strength:** The US dollar index has appreciated significantly since April 2014, moving from 79.49 to 106.22. During the same period, the rupee depreciated from 59.9 against the US dollar to 83.54. While the rupee has weakened over the past decade, recent volatility reflects the dollar's strength.

5. Forex Reserves: India's forex reserves of $648 billion are the third-highest globally. However, unlike other export-led economies, India's reserves primarily consist of liabilities (dollars bought by foreign institutional investors). The Reserve Bank of India (RBI) sells dollars when these investors repatriate their investments.

6. Impact on the Economy:

o Imports Costly: A weak rupee makes imports more expensive, contributing to inflation.

o Current Account Deficit: A significant strengthening of the rupee could harm India's current account balance by increasing imports and hurting exports.

7. Trade Deficit: Another factor is India's trade deficit. This means India imports more than it exports. To pay for those imports, India needs to buy foreign currency, which weakens the rupee. High oil prices can also worsen the trade deficit, as India relies on imports for much of its oil.

Sometimes a central bank, like the Reserve Bank of India (RBI), might allow the currency to weaken a bit. This can make exports more competitive and encourage foreign investment. However, the RBI will likely try to prevent the rupee from weakening too much.

Overall, a strong economy is a positive sign, but it's not the only factor that affects currency exchange rates. The global financial climate and trade flows also play a significant role.

Balancing Act:

o A weaker rupee can benefit exporters by making their goods more competitive in international markets.

o However, it also makes imports costlier, contributing to inflation.

o A balance between a competitive exchange rate and overall economic stability is crucial.

In summary, while a weak rupee may raise concerns, it does not directly correlate with the overall strength or weakness of India's economy. A holistic assessment of economic indicators is essential to understand the country's economic health.



Dipak Sudhir Manohar



Struggles and Hurdles for Amazon In China



Amazon, a company headquartered in the USA, has its presence in more than 13 countries.

It ships products to over 100 countries worldwide. Amazon is an e-Commerce leader, it's **the largest online retailer in the world**, with a market share exceeding $412 billion in annual web sales. The company has a significant global reach, with offices, warehouses, and delivery coverage in these countries.

Amazon entered China in 2004 by buying Joyo, the most prominent online bookseller in China at the time, then rebranded to Amazon China in 2011. In 2004 e-commerce penetration was less than 1% in China, was less than 5% of retail in 2011, but by the end of 2016 has grown beyond 15%. In a decade China e-commerce grew from nothing to the largest e-commerce market in the world, but without Amazon. **Amazon's share in China remained less than 1%.**



However, after facing stiff competition and struggling to gain traction, Amazon decided to close down its domestic business in China in **July 2019.** They shifted their focus to cross-border e-commerce, allowing Chinese consumers to purchase from international sellers on Amazon's platform.

Courtsey : marketplacepulse.com

We need to understand the reasons of Amazon's failure in China.

Strong Competition: Alibaba and JD.com, the Chinese e-commerce giants, had a first-mover advantage and a deep understanding of the Chinese consumer. They offered features like social commerce, faster delivery through in-house logistics networks, and popular local payment options like Alipay.

Mismatched Strategy: Amazon's focus on a vast inventory model clashed with the agile approach of Alibaba and JD.com. These local players prioritized deals, discounts, and a wider variety of products, catering to the price-conscious Chinese consumer.

Cultural and Regulatory Hurdles: Amazon struggled to adapt its globalized approach to the specific needs of the Chinese market. This included complex regulations around data storage and restrictions on streaming services. Additionally, building trust with customers and navigating cultural nuances proved difficult.



Limited Local Control: Some argue that Amazon's reliance on a global leadership structure hampered its ability to react quickly to changing market dynamics. Local competitors with on-site decision-making were better positioned to adapt to trends.

Stronger local competition: Domestic Chinese e-commerce giants like Alibaba (Tmall) and JD.com had a much deeper understanding of the local market, consumer preferences, and business landscape. They were able to offer more relevant products, faster delivery, and better payment options that resonated with Chinese shoppers.

Pricing and promotional disadvantages: Amazon struggled to match the aggressive pricing and promotional strategies of its Chinese rivals, who engaged in intense price wars and offered extensive discounts, especially around major shopping festivals like Singles Day.

Logistics and fulfillment challenges: Amazon's logistics and fulfillment network in China lagged behind local players who had built extensive in-house delivery capabilities, allowing them to offer faster and more reliable shipping.

Regulatory and market access barriers: As a foreign company, Amazon faced challenges navigating China's complex regulatory environment and market access barriers, which favored domestic players.

In summary, Amazon's inability to adapt its business model and offerings to the unique characteristics of the Chinese market, coupled with the dominance of local e-commerce leaders, led to its failure to gain significant traction and market share in China.



amazon

tshah

Trupti Shah

Trade Knowledge – ICDs and CFSs

1. Inland Container Depot

An inland container depot (ICD) or **a dry port** is a container storage facility situated mainly on the hinterlands, away from any major ports. Many shipping companies store their containers in ICDs before and after transporting them through ports.

ICDs are very well connected with ports through rail and road.

- ICDs play a key role in the shipping industry. A good network of ICDs can save freight forwarders, shipping companies and shippers a lot of money. They provide facilities for landlocked shippers to process their shipments at their own locations.

- One can easily process cargo in containers at ICDs, and then move the containers to the port for shipping. In doing so, one is planning the shipments better and reducing the chances of custom-related hold-ups at the port. This way, one can also avoid paying demurrage charges to the carriers.





Biggest ICDs in India	
Name of ICD	City
Tughlakabad	Delhi
Bangaluru	Bangaluru
ICD Sabarmati	Ahmedabad
Tuticorin ICD	Thoothukudi, TN
Grahi Harsaru	Gurgaon
Hyderabad	Hyderabad
Ludhiana	Punjab
Dadri	Mumbai
Patpargunj	Gazhipur, Delhi
Noida-Dadri	Noida, U.P.

2. Container Freight Station

A CFS is a space, usually a large warehouse, that specializes in the consolidation and de-consolidation of LCL cargo. Consolidation is the process of combining multiple LCL shipments to form a **full container load (FCL)** while de-consolidation is its reverse. This does not mean a CFS deals only with LCL cargo. It handles CFS-stuffed FCL cargo too (FCL being the mode of shipping one large consignment that takes up an entire container and belongs to a single shipper).

- A CFS is located close to a port, terminal or inland container depot (more on this later). It might sometimes be found near a major railway hub as well. Container freight stations are owned by shipping lines and terminals or are privately owned. A CFS is involved in the import-export business at the points of origin and destination. Container freight stations are, thus, categorized as "origin CFS" and "destination CFS".

- Tamil Nadu had the highest number of CFSs (50) followed by Maharashtra and Gujarat with 43 and 24 CFSs, respectively. As per the CBEC summarised data on CFSs, CFSs in Maharashtra handled the maximum number of import and export transactions (42.6 per cent) followed by CFSs in Tamil Nadu (21.9 per cent) and Delhi (14 per cent). However, since there are no CFSs in Delhi, it appears that the data may pertain to Air Freight Stations.

Functions and Responsibilities of CFS

- Receives and consolidates LCL shipments for export.
- De-consolidates container at destination and dispatches shipment for final delivery.
- Prepares container load plan.



- Stuffs and de-stuffs containers (for both LCL and FCL cargo).
- Marks and seals containers for identification.
- Serves as temporary storage space for cargo, empty and laden containers.
- Moves empty containers from container yards (CY) and laden containers to port/terminal.
- Stacks, sorts, tracks and tallies containers before and after shipping
- Maintenance and repair of containers.
- Transit operations by road/rail to and from port/terminal.
- Organises customs clearance procedures such as classification, examination and assessment of goods.
- Keeps goods safe till they are shipped or picked up.
- Deals with break bulk (loose, non-containerised) cargo originating or terminating in the immediate hinterland of the port or terminal and with rail-borne traffic to and from inland locations.



Largest CFS in India

Name of CFS	City
JNPT	Mumbai
Chennai	Chennai
Kolkata	Kolkata
Mundra	Kutch
Dadri	U.P.
Tatopani	Nepal*
Biratnagar	Nepal*
Kakarbhitta	Nepal*

*Integrated Check Post - ICP

The government of India has build ICPs on either side of the Indo-Nepal border to systematize the movement of cross-border cargo trucks between the two countries by bringing customs and immigration facilities under one roof.

Product - Leather and Leather Products

- **ITC HS Code Leather Products**

  4203/4205 00/6403 51

- **Product Description**
  - Articles of leather; saddlery & harness, travel goods, handbags and similar containers, articles of animal gut (other than silk worm gut)
  - Other Articles of Leather or composition of Leather
  - Leather footwear
- **Trade Policy –Export Permitted Freely**
- **Government Benefits**
  - Duty Drawback – 2.36% for finished leather products
  - RoDTEP – 1.3 % on FOB value
  - GST & Other Levies –28% (depending on type of product)
  - Council for Leather Exports – www.leatherindia.org



Watch video here: https://youtu.be/d7G0FMDML2g?feature=shared

Global Market of Leather Products

Global market size for leather goods was valued at USD 245 billion in 2022 and is projected to grow at more than 9.5% CAGR through 2032 owing to the rising demand for fancy leather apparel.

India is the second largest exporter of leather garments and third largest exporter of Saddlery & Harness in the world. India's exports of leather, footwear and leather products touched **$5.26 Bn during 2022-23.** Footwear (leather and non-leather) export accounts for about 51% share in Indian leather and footwear industry's export (2022-23).

The share in value of leather goods made up of buffalo animal recorded 38.75% in 2022-23. According to **Leather Export Report of India,** India is exporting leather products to around 100 countries across the world. Hong Kong, Italy, China and Vietnam are the top leather export partners of India. Here is an overview of India's leather export market on the basis of its export partners.



Product-wise Total Exports (April '23 - Jan '24)	
Leather Footwear	43%
Leather Goods	26%
Finished Leather	9%
Leather Garments	7%
Footwear Components	6%
Non-Leather Footwear	5%
Saddlery and Harness	4%

Process of Leather Making:

First of all the skins are cured with salt to remove the water from the tissues and halt the development of micro-organisms, then dried. 15 days later they are examined and sorted according to various criteria (thickness, blemishes, weight, surface, etc.) before being entrusted to the tannery, which will put them through a 5-stage process to bring out all their nobility and beauty:

1) Beamhouse Operations

The different steps in what are known as beamhouse operations - the steps between curing and tanning - take place in a succession of enormous drums. After soaking (rehydration) and cleaning, unhairing and fleshing, the skins undergo bating, a softening process to prepare them for tanning.

2) Tanning

Using tannins, which are substances containing vegetable or mineral salts or a combination of them, the skins are transformed into rotproof leather (i.e. which cannot decompose), which is resistant to hot water and has a low water content.

3) Dyeing

The skins are dyed wet in large drums. The leather is also fatliquored to give it suppleness and strength.

4) Dressing

The dyed leather then undergoes setting-out to stretch it and drying, before being sorted for quality. It is also at this stage that leather can be buffed to obtain nubuck.

5) Finishing

This stage consists of colouring the leather surface to give it its final appearance. Different methods are used, which will impact the quality of the finished product:

- After being coloured by immersion in a dye bath, aniline leather, which has a fine natural finish, does not undergo any surface treatment. It is a leather that lives with its user.
- Semi-aniline leather is covered with a slightly opaque layer of pigment and another layer of translucent material, which masks minor defects and harmonises the colouring.
- Leather with a pigment finish, is sprayed with pigment, making it easycare and insensitive to water.
- For corrected grain leather, pigment is applied to skins that have been buffed (sanded). This is a way of "re-creating" a grain finish.



Types of Leather:

Full Grain Leather

Full-grain leather is a type of leather that is made from the top layer of the animal's skin, where the natural grain is present. Full-grain leather retains its natural grain and markings, which gives it a unique character and texture.

This type is the strongest and most durable part of the hide, it will not crack or peel, tear or puncture. The grain pattern is tight and consequently resistant to moisture.

Because full-grain leather is not sanded or buffed, it retains its natural imperfections, such as scars, scratches, and blemishes, which give it a unique character and charm.

Full Grain Leather becomes more beautiful with age, developing a rich patina as the years go by. It is the only type of leather which ages in this way. It is in short, the best leather.



Uses:

- Luxury bags, Shoes
- Apparels
- Furniture
- Car Upholstery

Top-Grain Leather

Top-grain leather is a type of leather that is made from the second-highest layer of animal hide, just below the top or full-grain layer. It's thinner and more pliable than full-grain leather but still retains some of the natural grain and texture of the hide.

Used in:

- Furniture
- Fashion Accessories
- Footwear
- Automotive Interiors
- Sporting Goods



Split Leather

Split leather is a type of leather that is made from the lower or bottom layer of a hide or skin. When a hide or skin is processed, it is first split into two layers - the top layer, which is the higher quality and more durable, and the bottom layer, which is thinner and less durable. The bottom layer is what is used to make split leather.



Used in:

- Furniture
- Fashion Accessories
- Footwear
- Automotive Interiors
- Sporting Goods

Nubuck Leather

Nubuck leather is a type of top-grain leather that has been buffed or sanded on the grain side, creating a velvet-like surface.

Nubuck leather is a versatile and high-quality material that is used in a variety of products. Nubuck leather is used in a wide range of products, from footwear to furniture.

Its natural texture and softness make it a popular choice for high-end fashion accessories and clothing, while its durability makes it ideal for use in footwear and upholstery.



Used in:

- Footwear
- Bags,
- Upholstery and
- Clothing

Patent Leather

Patent leather is a type of leather that has been coated with a glossy, varnished finish to give it a shiny, reflective appearance. Patent leather is a versatile material that can be used in a variety of products.

Patent leather is a popular choice for high-end fashion accessories, formal footwear, furniture upholstery, and car interiors due to its high-shine finish and durability.

Used in:

- Footwear
- Handbags
- Upholstery
- Car Accessories



Aniline Leather

Aniline leather is a type of leather that is dyed using soluble dyes without any coating or surface finish that could cover up the natural grain and markings of the leather.

Aniline leather is a premium and natural type of leather that is commonly used in high-end products. Aniline leather is a premium and versatile material that can be used in a variety of products. Its natural appearance and soft texture make it a popular choice.





Semi-Aniline Leather

Semi-aniline leather is a type of leather that is similar to aniline leather but with a light coating or finish applied to the surface of the leather. Semi-aniline leather is a high-quality leather that has been treated with a light layer of pigment or clear finish but still retains some of the natural characteristics of the leather.

Semi-aniline leather is a versatile and high-quality material that can be used in a variety of products. Its natural appearance and durability make it a popular choice for high-end furniture, fashion accessories, footwear, and car interiors.



Some other types of leather are:

Exotic Leather - Exotic leather is a type of leather that is made from the hides of non-traditional or rare animals and unique animals, and it is known for its distinct texture, pattern, and color.

Vegetable Leather

Vegetable-tanned leather is a type of leather that is tanned using natural materials such as tree bark, leaves, and fruits.

Chrome-tanned Leather

Chrome-tanned leather is a type of leather that is tanned using chromium salts.

Bonded Leather

Bonded leather, also known as reconstituted leather or blended leather, is a material made by shredding leather scraps and fibers, then combining them with a bonding agent, such as polyurethane or latex. The mixture is then compressed and rolled into sheets, which can be used for a variety of purposes.

Synthetic Leather

Synthetic leather, also known as faux leather or vegan leather is a man-made material that mimics the look and feel of real leather. It is commonly used as an alternative to genuine leather due to its lower cost, easier maintenance, and environmental sustainability.

Pricing and Profit

Anywhere upwards of 30% can be the profit margin. Costlier the leather, higher is the profit margin.

Quality of Leather

Grade

Most raw leather bears a stamp on its underside to identify its grade in one of four categories: full-grain, top-grain, split-grain and genuine.

Genuine leather is made by splitting a piece of full-grain leather, sanding away any imperfections in the hide and perhaps even stamping a fake grain on it. The highest – and strongest - grade is full-grain, and means the raw material is exceptional, so it's worth inspecting the product further.

Origin

Check the origin of the leather that is the tannery, or is the supplier a member of any one of the organizations that work to ensure sustainable environmental practices in the leather industry. Avoid products from cities where the industry is unregulated and there are no environmental protection regulations.

Smell

This won't work in online retailing, of course, but in person, you can't mistake the smell of real high quality leather. The lower grades will have a milder aroma, while the best grades have a rich, sweet smell. And yes, often vegetable-tanned leather has a sweeter smell than chrome-tanned. Many (most?) folks don't realize that the unmistakable leather aroma we all know and love isn't "natural" to a leather hide, but rather comes from a combination of perfumes, chemicals, oils, and waxes leather tanneries use to give leather its unique smell. The fake stuff will smell of plastic or chemicals ... or nothing at all. Freshly handcrafted leather goods may have a mild odor from glue used in the process of handcrafting, but this will typically dissipate soon after the product is finished.

Structure

Examine the grain closely. If you come across tiny imperfections, don't mistake these for a lack of quality because they may be the result of veins, stretch marks, small insect bites, etc – i.e. "life" - indicating the authenticity of the full-grain leather hide. In fact, some leather aficionados prefer and seek out leather scars as a sign of an authentic full-grain hide. Quality leather feels warm and soft and will have a very full grain - if it is too regular or smooth to the touch, chances are it is imitation or, at best, a lower grade of split-grain leather.

Look

The best-quality full-grain leather develops a patina over time, which is a dark, soft sheen resulting from oxidization, burnishing via being rubbed or touched by hand, and natural aging. Imitations and even the lowest grades of leather may either fade or retain an unnaturally consistent color.

Stitching

Whatever the product, you can tell a lot from its stitching. If a leather good fails, it will typically be because of its stitching. The best-quality and most durable goods are only as good as its stitching, and high quality thread rules.

Edges

All the edges of a leather product should be smooth and finished. Handcrafting may achieve this through edge burnishing (using a wooden, horsehair, etc wheel or tool), edge dying or perhaps even painting. You should also examine the edge

Water Resistance

Not every retailer may be happy to let you try this, but applying a tiny drop of water to the surface will help to verify the quality. As a natural material, the pores in leather will absorb liquids; if it is imitation or poor quality, it is much more likely they will simply run off.

Scratching

High quality, full-grain leather is the strongest grade available and is susceptible to scratching. It may be sometimes protected with a surface coating to resist stains, minor scratches and other damage; most of our leathers do not have a coating. Rather, you may remove / blend / minimize most scratches by rubbing the scratch with your finger (the combination of your body's oil and heat will do the trick) or even add a tiny bit of conditioner to help blend the scratch. To be safe, test first in an inconspicuous section to see if the leather conditioner darkens too much to your liking.

Description and Labels

Remember those grades and that misleading one: "genuine". A manufacturer is entitled to call a product genuine leather as long as it's made from some kind of leather, however poor it may be. They can also describe something as being "made with full-grain leather", which can be true if full-grain makes only the smallest part of the product.

Always export a brand from a supplier with a lifetime promise, that always stands behind it without questions.

Indicative Costing	
Leather Type	**Cost ($ / sq. ft.)**
Exotic Leather	150 - Most expensive
Aniline Leather	15
Semi-aniline Leather	12
Full Grain	10
Top Grain	7
Nubuck Leather	5
Split Leather	3
Bonded Leather	2

Certifications

- Bureau of Indian Standards – Parameters as given there
- Council for Leather Exports – CLE
- Certificate from the Central Pollution Control Board
- Check the requirements of import in the buyer's country
- Ministry of Animal Wellfare Board of India (AWBI)

Common Applications of Leather

- Leather Fabric
- Leather Stationery
- Leather Footwear
- Saddlery and Harness
- Clothing accessories like the hat, belt, keychain, wallet, etc.
- Fashion Accessories like the handbag, Folder, Suitcase
- Apparel – Jackets, Trousers, boots etc.
- Furniture – Sofa, Beanbags, etc
- Sports Goods – gloves, protective gears, baseball, football, soccer etc.
- Leather Handicrafts and Toys
- Leather Auto Upholdstrey

Packaging Leather Goods

- Use foam or bubble wrap to cushion products.
- Carbboard boxes with packing peanuts
- Use moisture-resistant packaging materials: Leather products are vulnerable to moisture damage, so it's important to use moisture-resistant packaging materials, such as plastic bags or shrink wrap, to protect them during transportation.
- Stuff the bags & purses with towels or crumpled up paper to help retain its shape. Next, place the bag inside a non-woven fabric bag to shield it from any dust that may collect on it.
- Please do not use plastic bags to store leather bags.



G.I. Product - Leather

Shaniniketan Leather Goods & products are the only G.I. Tag leather products in our Country. Shantiniketan is near Kolkata in West Bengal.







Did You Know ?

Shantiniketan was established by Maharshi Devendranath Tagore, and later expanded by his son, Rabindranath Tagore. It is now a Visva-Bharti university as per the Nobel Laureate, Rabindranath Tagore.

State of India - Kerala

- Kerala called Keralam in Malayalam is a state on the Malabar Coast of India.
- It is bordered by Karnataka to the north and northeast, Tamil Nadu to the east and south, and the Lakshadweep Sea to the west.
- Kerala has stunning beaches and tranquil backwaters to its vibrant festivals and delectable cuisine.

- **Known as a Traveller's Paradise**
- **Famous for its backwaters, hills, sancturies**
- **Malabar Coast**
- **Known for Spices, Fish and Ayurveda**
- **India's highest literacy rate in Kerala**
- **Produces 96% of national pepper**
- **Produces 91% of natural rubber of the Country**
- **70% of coconut is produced here.**



- Kerala ranks 15th in Exports from India.
- Exports are 0.97% of total Export from India, as per data for 2022-23.

Sector wise contribution towards State's Economy

- Agricultural products contribute to 10.87% of State's economy
- Services sector contribute to 63.85%
- Manufacturing contributes the rest.

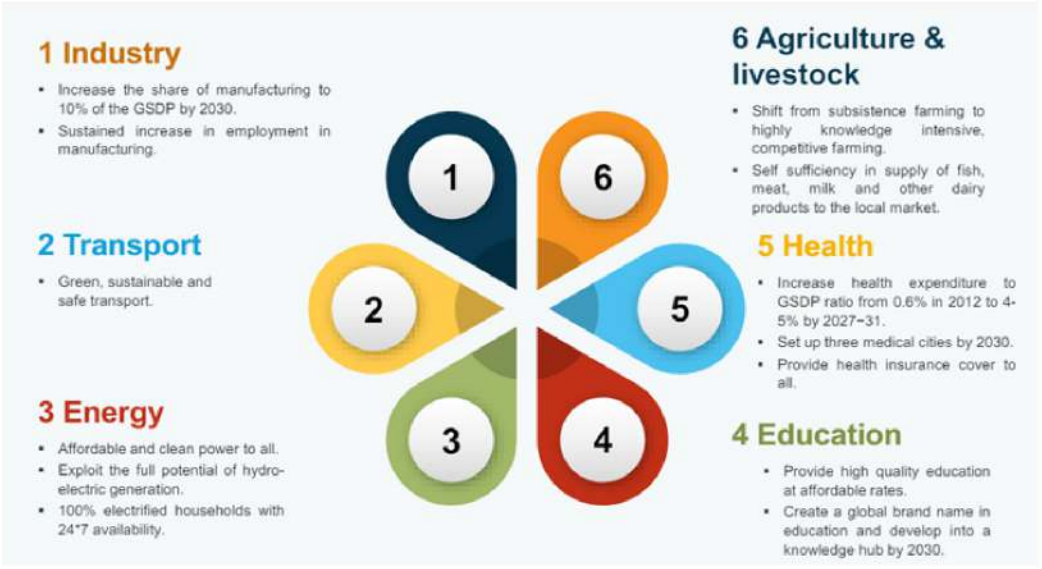
Top Agricultural Products:

Top Agricultural Products of Kerala	
Coconut	Cardamom
Cashew	Legumes
Banana	Tea
Rice	Vegetables
Pepper	Fruits
Coir	Livestock

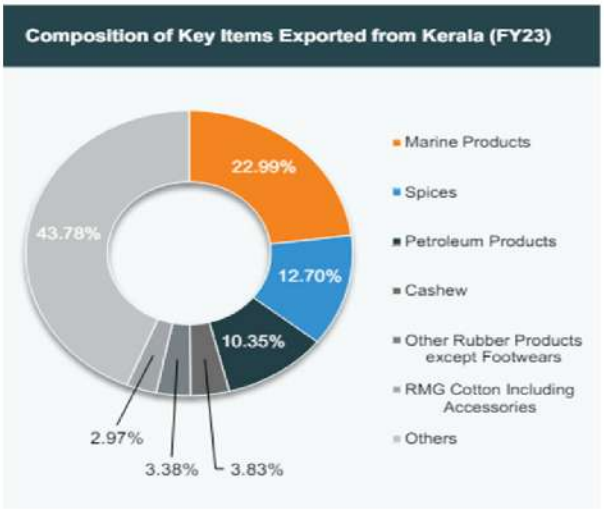
Major Industries of Kerala:

Major Manufacturing Industries	
Petrochemicals	Handloom
Shipbuilding	Handicraft
Chemicals	Bamboo
Coir	Vegetables
Fish	Tourism

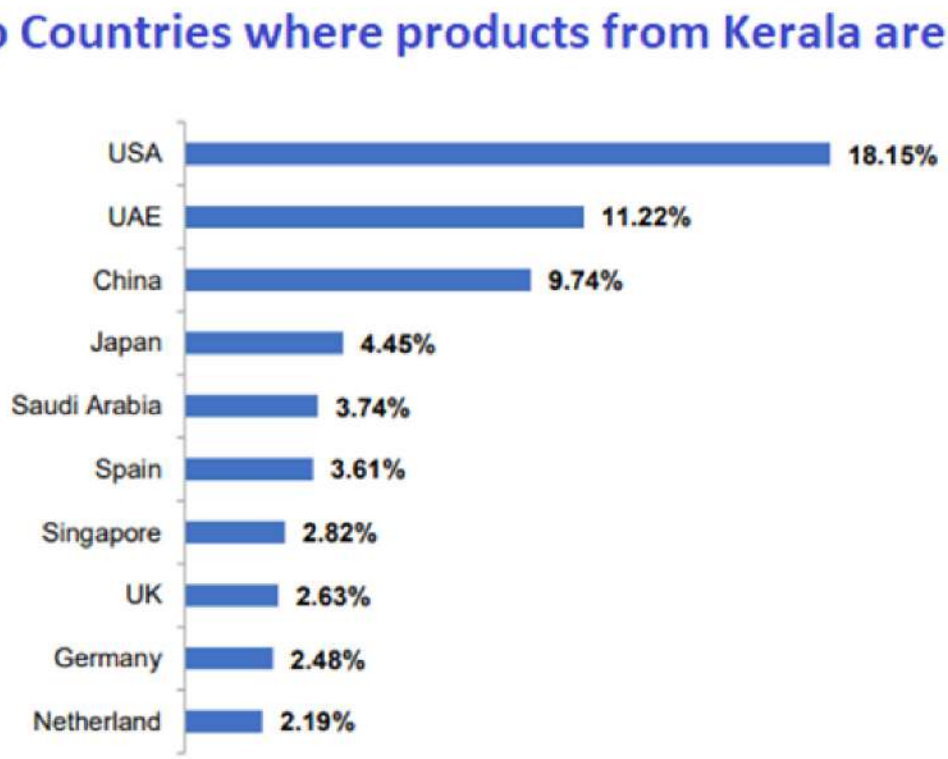
Focus Industries:



Major Products Exported from Kerala:



Major Countries where Products from Kerala are exported.



Major Ports in Kerala

The major ports are:

- Cochin
- Alappuzha
- Kollam
- Trivandrum and Thiruvananthapuram
- Vizhinjam Port

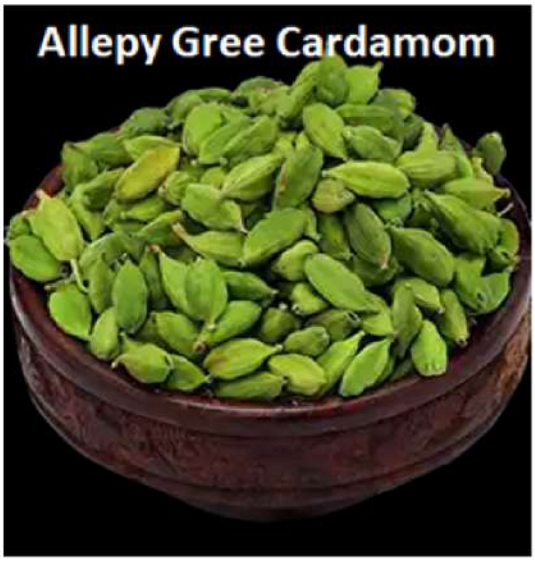
- It is India's first deep water container transshipment Port.
- It is the first automated port in India and the only port in the country to be located adjacent to an international shipping route.
- The port is only 10 nautical miles (19 km) away from the busiest east–west shipping channel connecting Europe, Persian Gulf, South East Asia and the Far East.
- The Phase 1 will be operational from December 2024.



Palakkad Maddalam



Vazhakullam Pineapple



Allepy Gree Cardamom



Allepy Coir



Wayanad Robusta Coffee



Navara Rice



Travancore Jaggery

अतुल्य ! भारत Incredible ! India



Kerala's backwaters, a shimmering network of lakes, canals, and lagoons, hug the Malabar coast. This 900-kilometer labyrinth, fed by rivers and fringed by coconut palms, is a vital artery for Kerala.

Houseboats, once used for transport, now ferry tourists amidst vibrant birdlife and lush greenery. The brackish waters, a meeting point of freshwater and seawater, form a unique ecosystem, designated a Ramsar wetland for its rich biodiversity.

A cruise through these backwaters is a journey into the heart of Kerala, offering a glimpse of village life and an unforgettable experience.

Kerala Munnar



Thekkady Forest



Country - Sweden

Country profile of Kingdom of Sweden



https://www.google.com/search?client=firefox-b-d&q=map+of+sweden+in+europe

- Ranked as the fifth biggest country in Continental Europe and the 16th richest in the world, Sweden is a highly competitive and export-oriented economy driven by the automobile, engineering, telecommunications and pharmaceutical sectors. It is rich in resources such as iron, timber and has enormous scope for generating hydropower.

- Sweden is a country in Northern Europe. It borders Norway to the west and north, Finland to the east, and is connected to Denmark in the southwest by a bridge–tunnel across the Öresund.

- The capital and largest city is Stockholm.

- Sweden is a member of EU. Sweden is not a member of Euro Zone. It is also a part of Schengen. And has applied for NATO recently.

    - Language – Swedish
    - Time Zone –Sweden 3.30 hours behind India
    - Capital –Stockholm
    - Largest Cities – Stockholm, Gothenburg and Malmö
    - Currency –Swedish Krona (Conversion 1 SEK= 7.73 INR)

- There are a total 25,719 India-born immigrants living in Sweden. Some Indians sought and obtained political asylum after 1984. Some Indians have come to Sweden from Uganda in the 1970s.

- It is also a member of the United Nations, the Nordic Council, the Council of Europe, the World Trade Organization and the Organization for Economic Co-operation and Development (OECD).

- **The largest Commercial Sea Port in Sweden is Gothenburg.**



Agricultural Products of Sweden:

Swedish crop production is dominated by

- Cereals
- Mostly
- Barley
- Oats
- Wheat, and
- Grassland



Major Airports of Sweden

Swidden agriculture, also known as shifting cultivation, refers to a technique of rotational farming in which land is cleared for cultivation (normally by fire) and then left to regenerate after a few years.

Major Industries in Sweden

- Motor vehicles
- Telecommunications
- Pharmaceuticals
- Industrial machines
- Precision equipment
- Chemical goods
- Home goods and appliances
- Forestry
- Iron, and Steel

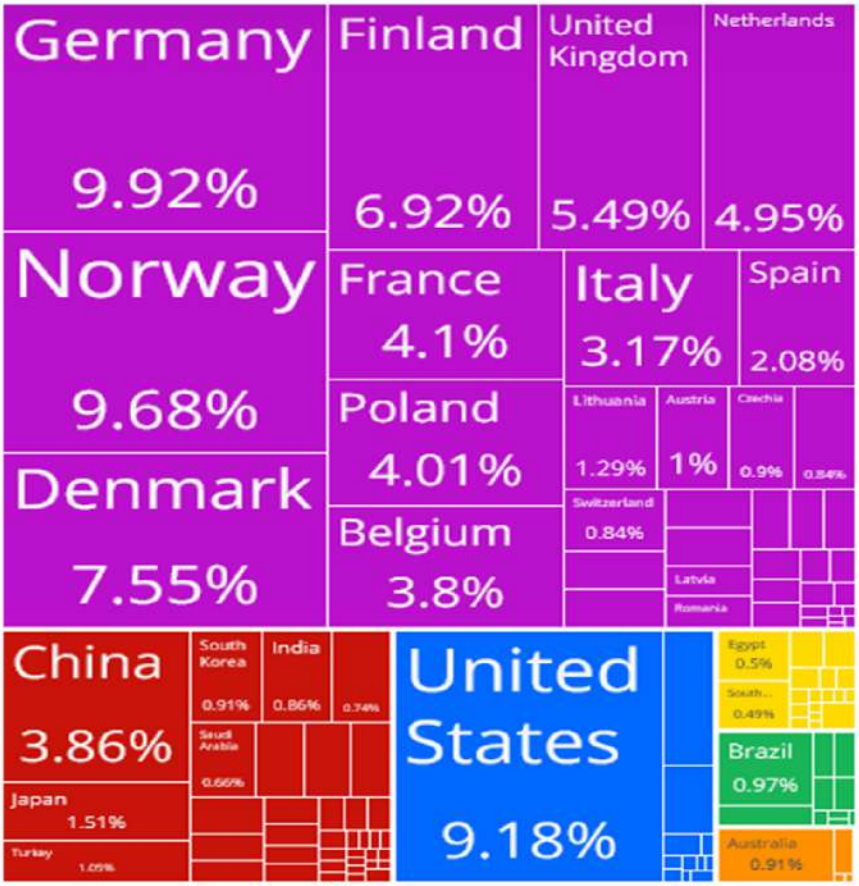
Did You Know ?

Sweden has more than 95,000 lakes!

Focus Sectors of Sweden

- Automotive is the largest sector of the manufacturing industry which accounts for almost half of the industrial value-added.
- The **aerospace and automotive** manufacturing plants are located in the southern part of the country, and automakers such as Saab and Volvo are recognized globally.

Export Partners of Sweden



Swedish Companies in India

- Assa Abloy.
- Electrolux.
- Ericsson.
- Essity
- H&M.
- IKEA.
- Skanska.
- Spotify
- Truecaller

Indian Companies in Sweden (IT)

- L&T Infotech
- HCL
- eValueServe
- Arisant
- Cognizant
- Infosys
- Wipro
- iGate

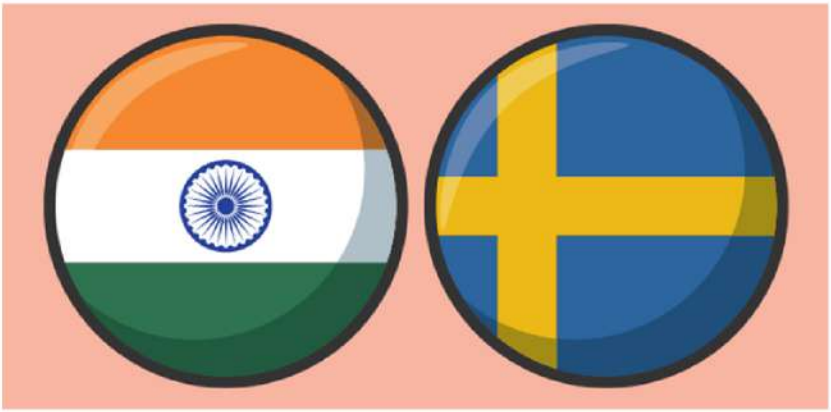
There are **over 200** registered Swedish companies in India that indirectly employs over 1.2 million people. The vast market potential has created a favorable business climate for companies that like to establish a presence, making India a regional business hub.

India's Trade with Sweden

Trade Opportunities	
India Exports to Sweden	**India Imports from Sweden**
Motor Vehicles	Organic Chemicals
Other Engines	Dissolving Grade Chemical Wood pulp
Hand woven Rugs and floorings	Iron Scrap
Non-Knit Women's shirts	Copper Scrap
Hand woven Rugs & carpets	Evacuation Machinery
Refined Petroleum	Wood and Wood Pulp
Auto parts	Delivery Trucks
Leather saddlery	Stainless Steel Ingots
House Linens	Flat Flat-Rolled Steel
Packaged Medicaments	Kaolin Coated Paper
Trunks and Cases	Plastic Products
1.18 Billion USD - 2022	**1.67 Billion USD - 2022**

Business in Sweden

1. **Swedish Chamber**
   www.swedishchamber.in
2. **Sweden-India Business Council**
   www.sibc.se
3. **India-Business Sweden**
   https://www.business-sweden.com/markets/asia-pacific/india/



Exporter of the Month - Nirav H. Hirapara



Nirav H. Hirapara

Nirav H. Hirapara, a dedicated individual with a humble background. Nirav is a first generation Entrepreneur and also the first generation EximPreneur. Nirav possesses a fervent ambition to elevate himself from a simple commerce graduate to a global player.

His journey began with a strategic decision to enhance his expertise in international trade by enrolling in IIIEM Rajkot and then he has moved to Surat.

Armed with newfound knowledge, Nirav ventured into the export arena, focusing on the export of agricultural and animal feed products.

With two years of hands-on experience in exports, Mr. Hirapara has witnessed steady growth in his business, a testament to his commitment and entrepreneurial spirit.

Driven by a passion for innovation and a keen eye for market trends, Nirav continually seeks opportunities to diversify his product portfolio and explore new avenues for expansion. From Soyabean meal, Rice DDGS, Corn DDGS, Yellow maize corn, peanuts, Cumin seeds, Coriander, sesame seeds and raisins. He has exported to countries like Algeria, Turkey, Brazil, Vietnam, Indonesia, Afghanistan and Iran.

His unwavering dedication to quality and customer satisfaction has earned him a reputation as a trusted partner in the global marketplace.
Many congratulations, Nirav!

Watch him: https://www.youtube.com/watch?v=aICO7NFlJ1A

International Trade Fairs

The most effective way to find genuine buyers & suppliers for Export Import Industry.

Visiting International Trade Fairs is beneficial in various ways :

- Participation in overseas trade fairs increases buyer finding for exports.
- Trade fairs are a unique way to build trust and confidence.
- Trade Fairs bring the entire marketplace in a centralized way.
- Exhibitions provide a unique networking platform to both Indian and foreign
- participants.

International Trade Fairs - Outside India				
Exhibition	**Industries**	**City**	**Country**	**2024**
Glass South America	Glass technology and Design	Sao Paulo	Brazil	12 - 15 June
Natural Tech	Natural Products	Sao Paulo	Brazil	12 - 15 June
Glass South America	Glass technology and Design	Sao Paulo	Brazil	12 - 15 June
Natural Tech	Natural Products	Sao Paulo	Brazil	12 - 15 June
Aluminium China	Industrial Engineering	Shanghai	China	3 - 5 Jul
CTW Kenya	Building & Constructions and Business Services	Nairobi	Kenya	9 - 11 Jul
Aluminium China	Industrial Engineering	Shanghai	China	3 - 5 Jul
CTW Kenya	Building & Constructions and Business Services	Nairobi	Kenya	9 - 11 Jul
Bangkok BITEC	Electronics, Handware, Lighting, Gifts and Home	Bangkok	Thailand	17 - 20 Jul
Tent Décor Asia 2024	Tent Décor, Hospitality, Lights, Kitchen equipments	Greter Noida	India	3 - 6 Aug
PharmaTech & LabTech 2024	Machinery, Lab equip, Cosmetics, Formulations,	Gandhinagar	India	8 - 10 Aug
HimTex	Hyderabad Machines Tools & Engineering Expo	Hyderabad	India	16 - 19 Aug
Anuga FoodTec 2024	Food Industry, Food Processing, Beverages etc	Mumbai	India	28 - 30 Aug
Agri Asia	Agri and food Expo	Gandhinagar	India	20 - 22 Aug
Dairy	Dairy, LiveStock & Poultry Asia	Gandhinagar	India	20 - 22 Aug
Electronica India	Electronics material, Componenets and Processing	Naida	India	18 - 20 Sept
Rajkot Machine Tools	Machine Tools, Automation & Automotive Tech.	Rajkot	India	25 - 28 Sept
SILMO Paris	Eye wear, lens, frames, optics etc.	Paris	France	20 - 23 Sept
SIAL France	Fresh & Processed Food & Beverages	Paris	France	20 - 23 Oct
Hong Kong Mega Show 2024	Gifts, Premiums, Toys, Pet Care, Furniture etc.	Hong Kong	Hong Kong	20 - 23 Oct
Poultry Tech Summit 2024	Agri, Forestry, Animals and Pets	Atlanta	USA	6 - 8 Nov
Indo Mithai 2024	Indian Mithai & Namkeen	Yashobhoomi, ND	India	18 - 20 Dec
***Kindly check details before planning a visit.**		**Source: www.10times.com; www.tradefairdates.com; www.tradeindia.com**		
Within India		**Outside India**		

New Videos Released



















INTERNATIONAL INSTITUTE OF IMPORT AND EXPORT MANAGEMENT

iiiEM

CHOOSE RIGHT, VOTE WISE

Export Incubation - Pragati

Pragati - Ahmedabad



Pragati

Batch Launch in Various Cities



Ahmedabad



Delhi



Nagpur



Surat



Mumbai



Indore



Vadodara



Bengaluru



Rajkot

Guiding Light-Mentor of the Month

GUIDING LIGHT



Mr. Janardan Trivedi

Mr. Janardan Trivedi.

Mr. Janardan Trivedi, a Digital marketing expert, forayed into Export Import business and has become a successful Foreign Trade Advisor.

Mr. Trivedi is a humble, soft-spoken and witty. He has five years of experience International Business Development, International trade analysis, Product and Market Finalization, Digital Marketing and International Buyer finding.

He has always scored very high loyalty feedback from his students. . He is well appreciated in the iiiEM Students Community.

Janardan is respected and loved by his clients, vendors and students too.

iiiEM appreciated the endeavors of Mr. Trivedi.

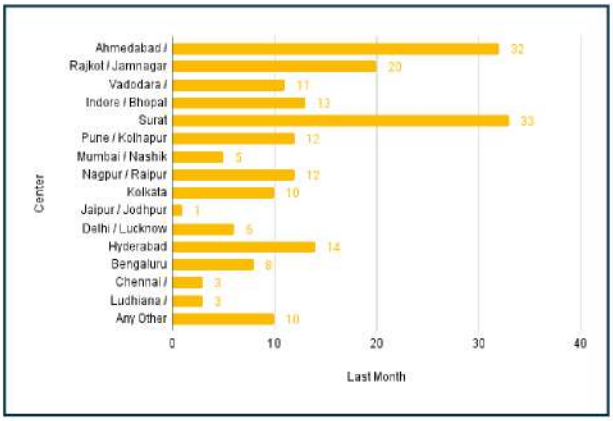
Thank you, Sir.

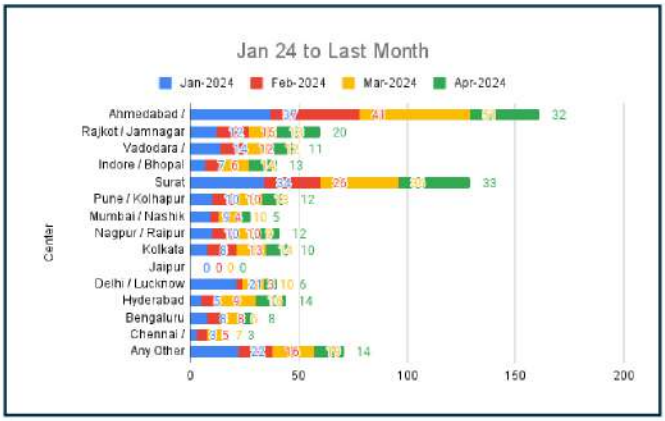
iiiEM Support Services Analysis

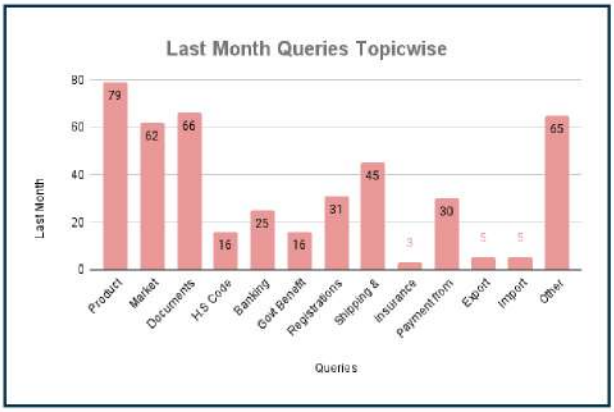
iiiEM offers a lot of Support Services – Lifetime Free – for the Participants and associates.

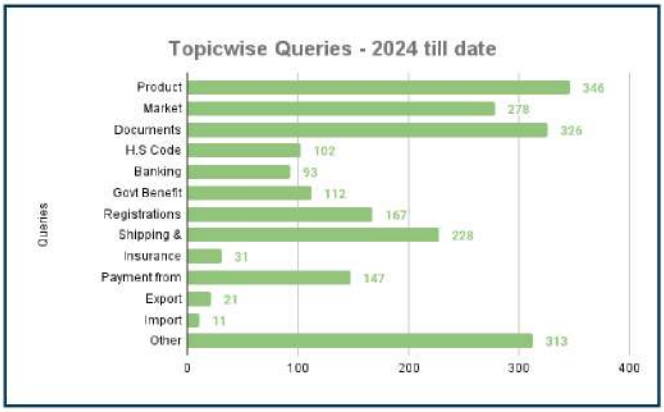
We reply, gather, save, compile and analyze the data. This analysis helps us in addressing the students' needs, improving our deliverables and services.

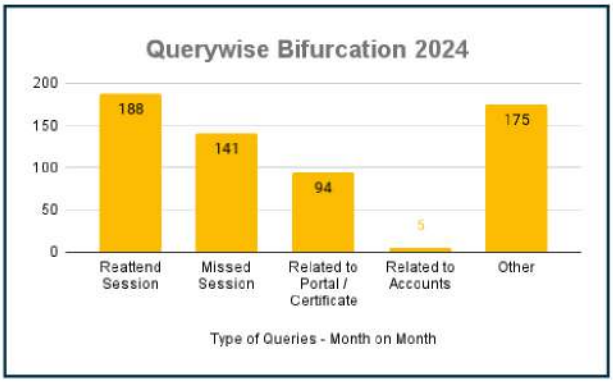
We bring for you here the Analytical reports of the iiiEM Free Lifetime Services for March 2024.

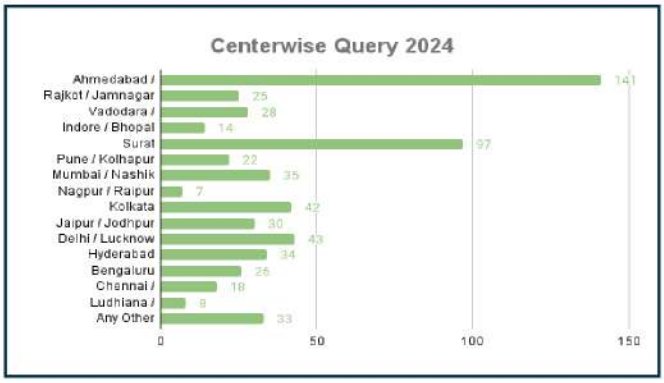












New Initiatives by iiiEM

1. iSupport

Telephonic support for the students with the faculty.

Please contact : **https://bit.ly/iiiEM_iSupport_Registration_Form**

2. International Trade Tours with iiiEM

The International Trade Tours as designed by iiiEM, gives an edge to the entire Business experience in a new way. The participants going to visit an International Trade Fair will be advantageous with:

Highlights

- iiiEM Mentor travelling with the group for guidance, support, mentoring for Foreign Trade
- iiiEM tours you to the local markets for business networking
- iiiEM demonstrates communication with the stall owners, suppliers, identifying a buyer
- How to talk about your product etc.
- iiiEM guides you for a business deal.

3. iiiEM Alumni Groups

Alumni of iiiEM groups on WhatsApp for regular updates on industry news countries, products, Trade Fairs, etc.

4. Website

iiiEM is designing a website exclusively for its registered participants/associates and students.

5. Pragati - Export Incubation Center

iiiEM has an Export Start-up called Project Pragati. This helps a participant of iiiEM to "quick-start" your export business. Project Pragati comes with a business environment, like-minded colleagues, supportive mentors, and focused business activities.

6. Placements

iiiEM assists students who wish to take up a job in the field of export-import.

Free Registration for Applying for Jobs –

Please contact : **https://bit.ly/iiiEM_iSupport_Registration_Form**

7. Export Start Up

iiiEM assists aspiring exports to enroll for 52 weeks online implementation guidance to strate

Mission Golden Bird

Did You Know ?

iiiEM works with a mission to bring the Golden Bird era back in India

Quiz Corner
Answer to Win

March 2024 Quiz to Win

https://forms.gle/2SBWtDHRWGM9jzoC9

CLICK!

WINNER

Congratulations





Helmets may reduce the risk of death in an accident by 42%.

iiiEM Lifetime Free Support Services

- Study Material
- Export Import Email Support
- Telephonic Support
- Training Related Support
- iConnect
- Document Formats
- Job Assistance

iiiEM PRESENCE



STILL GROWING...

An Export Import Training Center

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