

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Micro, Small, Medium Enterprises (MSME) & CIMP-Business Incubation & Innovation Foundation (CIMP-BIIF) Successfully Launch a Five-Day Management Development Program (MDP) on Export Promotion & Documentation on March 5**

**PATNA, March 5—Micro, Small, Medium Enterprises (MSME) and with CIMP-Business Incubation & Innovation Foundation (CIMP-BIIF) have jointly commenced a five-day Management Development Program (MDP) on Export Promotion & Documentation. The program, initiated on March 5, is being held at BHUB, the startup co-working space recognized by the Department of Industries, Government of Bihar, and managed by CIMP-BIIF. Approximately 25 startups from diverse backgrounds, affiliated with CIMP-BIIF and BHUB, have enrolled in the program.**

**The MDP, scheduled to continue till March 9, 2024, kicked off with an inaugural ceremony graced by Sanjeev Verma, Assistant Director, Grade 1, Indian Enterprise Development Services (IEDS), and Kumod Kumar, Chief Executive Officer (CEO) of CIMP-BIIF.**

**This MDP extends complimentary participation to individuals belonging to SC, ST, Women, and Physically Challenged categories. Additionally, the fee for startups in the General category is fully sponsored by CIMP-BIIF.**

**The inaugural day of the MDP served as a nexus for exchanging ideas, clarifying doubts, and facilitating professional growth for startups interested in export.**

**Mr. Sanjeev Verma extended a welcome to the startups and outlined the various facets of the program. He said, “This program aims to mentor and equip entrepreneurs from diverse backgrounds with the requisite knowledge on export procedures, documentation, and payment processes, thereby facilitating their entry into exporting seamlessly.”**

**During the event, Kumod Kumar stated, “This program distinguishes itself with its unique offerings, making it imperative for anyone interested in the export domain. We express our gratitude to MSME for hosting this flagship program in**

collaboration with CIMP-BIIF here at BHUB. Witnessing the enthusiastic participation of the attendees has been truly heartening. I encourage all participants to capitalize on the five-day duration to absorb knowledge effectively for their growth and development. The support from CIMP-BIIF is readily available for all participants."

The first day featured sessions on various topics including the Assistance Scheme on M/o MSME in Export, Overview of International Trade, and Role of Export Promotion Councils in Export promotion in MSME sector. Attendees also gained insights into travel charges, stall charges, exhibition reimbursement, and procedures for claiming reimbursement. Additionally, they received information about international trade fairs promoted by the Government of India for participation in 2024-25.

The Assistance Scheme on M/o MSME in Export elaborated on the Procurement and Market Support Scheme, offering domestic marketing and international trade support.

Furthermore, the overview of International trade provided fundamental insights into trade balance, export-import dynamics, identification of commodity wise products dependent on imports, and the potential for creating import substitutes to conserve foreign exchange reserves. Participants were informed that 358 items are reserved for MSMEs, mandating government departments to procure from MSMEs exclusively.

Furthermore, the session on the Role of Export Promotion Councils in Export promotion in MSME sector provided an overview of various product segment councils and their contributions to export promotion.

Looking ahead, the upcoming four days of the MDP promise more excitement with sessions focusing on topics such as Tools and Techniques of Export Marketing and Risk in International Business.

