

7.2 Best Practices

Year: 2015-2016

Practice 1

- 1. Title of the practice:** NGO attachment of Students
- 2. The Context that required the initiation of the practice:** IIFT endorses the social commitment of the students towards the welfare of underprivileged members of the society. A socially responsive corporate sector is believed to add great value not only to the country but also is the fundamental pillar of societal development. It has been observed from the NGO feedback, which they require to provide after the tenure period is over, that IIFT students have been successful to develop professionalism into the NGO workings as well and thereby improving NGO performance.

- 3. Objectives of the Practice:**

IIFT initiated the unique programme called Social Awareness Programme (SAP) for its MBA(IB) students. The objective of SAP is to sensitize the minds of the students with social issues prevalent in the society through presentation by partner NGOs and conducting projects. This year 40 NGOs (21 NGOs in Delhi and 19 NGOs in Kolkata) were identified as partner NGOs under Social Awareness Programme.

- 4. The Practice:** IIFT has been one of the first business schools of India to initiate the process to inculcate the spirit of social responsiveness for the business managers from student days. IIFT devised a programme under the name of Social Awareness Programme (SAP) through which it intends to develop social awareness among the students. IIFT believes that is very important that the students must have utmost sensitivity to the burning social issues while they are working in corporate sectors. Under SAP programme, IIFT shortlists the burning social issues faced by the country and lookout for NGOs who are actively involved in mitigating those issues and invite them to IIFT campuses. The total number of students of its flagship MBA (IB) programmes are then divided into groups and each group is attached to a NGO of their choice for a period of 3 months. The Social Awareness Programme is a 3-credit compulsory programme at the Institute. Students are required to complete a project, towards social causes, under the able guidance of the partner NGOs, serving for the underprivileged sections of society. More than 3100 students have since been benefited from the programme. The students work on all important parameters of social work and do a project on the work assigned by the NGO.

- 5. Obstacles faced and strategies adopted to overcome them:**

The students are not acquainted with the working sectors of the NGOs. So the mindset of the students often do not allow them to work comfortably with the working culture of the NGOs at the first instance and they find it little difficult to accommodate with field job of NGOs. The faculty

shares the inputs with them and motivates them by explaining them how they can be effectively contribute to the development of the society.

6. Impact of the practice:

Some of the key parameters wherein our students have put in efforts for the social cause are: Disability. Women Empowerment & Preventing Female Feticide. Environment & Community Development. HIV/AIDS Awareness. Education for Children - Street to School. Welfare of Disadvantaged Elderly People Water Management, Waste Management & Recycling. Literacy, Sanitation & Livelihood. Child Education, Welfare & Health. Shelter for Homeless, Community Development. Child Adoption etc. During 2019-21, the students were deputed to approximately 44 NGOs/Corporate houses at Delhi and Kolkata centres with different focus areas for their NGO attachment.

7. Resources required:

The faculty and students of IIFT are involved in this. There are several NGO partners for both the Delhi and Kolkata Campus of IIFT. Some of the NGOs with who IIFT Delhi is associated with is Aarohan, Aashray Adhikar Abhiyan, Bhartiya Navdeep Samiti, Development Alternatives Group, Prayas Juvenile Aid Centre, Society for Welfare of Rural and Urban People (SWRUP), Smile Foundation and etc. The NGOs with whom Kolkata Campus is associated with is Tomorrow's Foundation, AIWC, East Calcutta Constituency, The Calcutta Samaritans, Child in Need Institute (CINI), Ramkrishna Mission Lok Shiksha Parishad (JFM), Rehabilitation Centres for Children, City Level Programme of Action (CLPOA), Bikash Bharati Welfare Society and etc.

Best Practice 2

1. Title of the practice: Curriculum design and flexibility

2. The Context that required the initiation of the practice: IIFT, since its beginning as Deemed University, has been providing the much-needed flexibility to the faculty for designing the course curriculum as per the latest standard. IIFT did not opt for a structured syllabus for the subjects of study but instead allowed the faculty to develop their course outlines every time the course is being taught to the students. IIFT constituted discipline groups (DG) from each of the major subjects of management studies like Finance Discipline Group, Marketing discipline group, Trade and Operations discipline groups, General management Discipline Group, Information Technology Discipline Group.

3. **Objectives of the Practice:** The DG is a peer group with a comprehensive updated understanding of what should go ideally into the course structure to benefit the entire class of students taking a particular course.
4. **The Practice:** A senior faculty head each DG, and all the faculty specialized in the subject matter will be the concerned Discipline Group member. DG frequently meets to review the course structures of the faculty members who will be teaching a particular course. Faculty members submit structured and detailed course outlines containing course objectives, contents, pedagogy, session wise discussion topics, students evaluation criteria, recommended books and journals for reading for the students of a particular course to the DG. The DG meets and discusses various merits and demerits of the course outline and suggests alteration/ deletion of the course coordinator's topics.
5. **Obstacles faced and strategies adopted to overcome them:** Students often used to get confused on which discipline they would choose that would help them to achieve success during the course. With the help of DG groups the course outlines are prepared and shared with the students prior to the commencement of sessions so that the students gets an idea of the entire structure and pattern of the course or syllabus before attending that particular course.
6. **Impact of the practice:**
DG suggestions bring completeness to the course structure before it is offered to the students. The IIFT students, therefore, always remain updated with the latest knowledge and learning required for management education.
7. **Resources required:**

Year: 2016-2017

Best Practice 1

1. **Title of the practice:** Research Orientation with Policy Implication
2. **The Context that required the initiation of the practice:**

IIFT promotes faculty research activities that are path-breaking in terms of policy implications. It has been observed that research with policy implications is always considered necessary for policy inputs, thereby allowing policymakers to get themselves updated with the requirements. One important area under Research is Trade and Development, for which IIFT is known to be the best amongst the B-school of the country.

3. Objectives of the Practice:

The Centre thus also acts as a platform for consensus-building between stakeholders and policy makers. IIFT faculty keep close contact with the WTO Centre and thereby support research related to trade and development issues faced by the government. WTO- IIFT collaborative Research output continued to enrich the government policy formulation as evident from the increase in the number of publications over the years.

4. The Practice:

The Centre for WTO Studies was located in the Indian Institute of Foreign Trade campus in November 2002 to act as a permanent repository of WTO negotiations-related knowledge and documentation. The Centre has also created a specialized e-repository of important WTO documents, especially related to India, in its Trade Resource Centre. The Government of India engages the centre regularly to undertake research and provide independent analytical inputs to help it develop positions in its various trade negotiations, both at the WTO and other forums such as Free and Preferential Trade Agreements and Comprehensive Economic Cooperation Agreements. Additionally, the Centre has been actively interfacing with industry and Government units as well as other stakeholders through its Outreach and Capacity Building programmes by organizing seminars, workshops, subject-specific meetings etc.

5. Obstacles faced and strategies adopted to overcome them: The Government of India wanted to undertake research and provide independent analytical inputs to help it develop positions in its various trade negotiations, both at the WTO and other forums such as Free and Preferential Trade Agreements and Comprehensive Economic Cooperation Agreements. Often suggestions are given to the government to review their policy through the WTO Centre at IIFT.

6. Impact of the practice:

Over the years, the Centre has conducted a robust research programme with a series of papers in all spheres of interest at the WTO. It is currently engaging itself in an exercise to back its research with an equally robust publication programme. The Centre has also created a specialised e-repository of important WTO documents, especially related to India, in its Trade Resource Centre. The Centre has been actively interfacing with industry and Government units as well as other stakeholders through its Outreach and Capacity Building programmes by organizing seminars, workshops, subject-specific meetings etc. The Centre thus also acts as a platform for consensus building between stakeholders and policymakers.

7. Resources required:

Practice 2

1. Title of the practice: Students Run Bodies at IIFT for achieving Effectiveness

2. The Context that required the initiation of the practice:

IIFT believes in empowering the students so that tomorrow's managers can develop a fundamental understanding of management. In this system, IIFT allow the students to manage their respective clubs/committees/cells like the following which are International Management Forum (IMF), Corporate Relations and Placement Committee, Entrepreneurship Cells, Cultural and Sports Club, Media Committee, IMCC Committee, Alumni Committee and etc., with their respective objectives to be achieved.

3. Objectives of the Practice:

At IIFT few governing students' forms various councils or bodies which acts as coordinators for, and provides administrative support to, various student activities and events at IIFT besides taking policy decisions regarding student affairs in consultation with the Director/Chairperson/Program Director.

4. The Practice:

There are various student bodies/ clubs or cells for various activities related to both academics and extracurricular. Some of them are discussed below:

For example,

The Corporate Relations and Placement Committee: This committee is a student driven committee to manage the entire placement activity of the Institute. The students in the placement committee are empowered to connect to the different prospective companies and interact with them so that they can visit IIFT campus during the Placement week. IIFT also provides funding support to the placement committee for doing the job effectively. In the end of the particular sessions the placement committee funds are also audited to evaluate resource allocation versus the achievement of the committee for a particular batch.

ii. IMF: This is a student council comprising of few students which acts as a coordinator along with providing administrative support to various students' activities or events that takes place at IIFT campuses. It is also involved in taking policy decisions regarding various student affairs in consultation with the competent authority. There are funds allocated to IMF which are used for various academic or extra-curricular activities within IIFT campuses for a particular batch.

iii. Entrepreneurship Cell: The entrepreneurship cell basically looks for inculcating the entrepreneurship culture among the students. It is also a student driven activity headed by a faculty who advices the cell to enhance their performance and improvement of overall activities. The

entrepreneurship cell connects various leading entrepreneurs of the country and invites them to the campuses of both Delhi and Kolkata for a brief lecture and interaction session which motivates the students to work in the path of entrepreneurship. The Entrepreneurship Cell also connects the leading entrepreneurship organization like Wadhvani Foundation, etc.

5. Obstacles faced and strategies adopted to overcome them:

The Corporate Relations and Placement Committee at IIFT is a student managed body which acts as a liaison between industry and IIFT students. It manages all corporate interactions throughout the year and handles the Summer and Final Placement Processes on campus. They help in finding campus jobs smoothly and placing all the students in the corporate firms successfully. The other bodies help to look after the daily activities of the students so that they are administered and run efficiently.

6. Impact of the practice:

Such Cells or bodies build a strong platform for students to develop a strong network of entrepreneurs, business schools, government and multilateral organizations, experienced faculty, resource infrastructure and other organizations involved in developing an entrepreneurial or managerial environment. All the possible domains of management- Finance, Marketing, Operations, Consulting, Systems, and Trade, are handled by one club each. The clubs impart domain and industry-specific knowledge via Knowledge Transfer Sessions throughout the year. Also no management education is complete without practical learning and hence the regularly scheduled competitions-case studies, Group discussions, quizzes, etc.

7. Resources required:

The funding of such bodies are done by IIFT

Year: 2017-2018

Practise 1

- 1. Title of the practice:** Complete Academic Management System
- 2. The Context that required the initiation of the practice:** IIFT has been in the forefront in developing Information and Communication Technology (ICT) to support academic management activities of the institute for both the campuses. For this purpose, IIFT has developed a fully integrated in-house platform known as “Campus360” that provides multiple facilities both for faculty, students, programme office, IT and finance for the complete academic management system of the institute.
- 3. Objectives of the Practice:**

Campus 360 of IIFT is an extremely efficient, systematic, and sophisticated yet user friendly automated campus of e-learning. Some of the effective features that are provided through Campus 360 are acts as

a medium of Student Information System, Faculty Information System, Faculty Deployment, Courseware Repository, Planners & Results, Online Quizzes and etc which helps in smooth conduction of the courses at IIFT.

4. The Practice:

The system allows continuous internal assessment process, evaluation of courses and conduct of quizzes, cases, assignment submission, class participation, classroom engagements and etc. The student's assignments and case studies with the deadline are uploaded in the Campus360 by the faculty members which the students with a time limit submit then to the faculty online. Quizzes are also conducted online through Campus360. The evaluation of quizzes are also automatically done to support the faculty in terms of comparing performances of the students with no time spent. Faculty upload internal marks on Campus360 as a part of continuous evaluation which allows the students to see their performances any time they require through the same portal. The final dissertation projects are also uploaded through Campus360 and also monitored by the faculty regularly recording their comments for ultimate evaluation of marks.

5. Obstacles faced and strategies adopted to overcome them:

The education industry is on edge of a radical change. The need for manpower is increasing with the growth in the Education industry, and a huge demand-supply gap is expected in the education space. To overcome these challenges resulting from such gaps, this industry needs IT solutions to manage its resources with optimal efficiency. In today's world, administration & management of organizations, particularly educational institutions, has become a tedious and complex task. It requires careful planning, systematic approach and accurate control of administrative processes to attract the best students, produce best results and project the best image. Coupled with tight competition from the industry, these institutions are increasingly seeking the help of information technology to improvise their facilities and maintain a competitive edge to their educational business.

6. Impact of the practice:

The Campus360 also provides mid-term and end-term feedback to the faculty based on their classroom performances evaluated by the students. The feedback helps the faculty to improve their performance. It also provides the facility of online attendance which saves time. The programme office also keeps touch with both faculty and students through Campus360 and regularly upgrade them with class schedules and attendance. Therefore, in a nutshell Campus360 is an in-house unique experiment of IIFT in providing a complete management system efficiently and effectively.

7. Resources required:

Practice 2

1. Title of the practice: Social Awareness Cell by students of IIFT - “Koshish”

2. The Context that required the initiation of the practice: The Cell “Koshish” was formed by IIFT with an aim to contribute to the society, work with the underprivileged people and sensitize the budding managers and entrepreneurs in fulfilling social responsibilities. Every year the cell conducts various activities and is partnered with multiple NGOs. This cell provides solutions to various NGOs regarding various operational, financial, and marketing issues and it raises various fundraising activities related to social causes and competition. The students associated with the cell work to create value to the society.

3. Objectives of the Practice:

With the increasing importance attached to ethics and sustainability, it has become increasingly pertinent for managers to share the same values. The club “Koshish” is involved in various activities like sensitizing the budding future managers and entrepreneurs towards the grassroots problems of the society and the needs of the people; spreading the message of social, ecological, and ethical responsibility amongst students who will be the leaders of tomorrow; spreading awareness about the CSR initiatives and activities that are part of the industry; and imparting knowledge regarding terms like ‘ethical consumerism’ and ‘socially responsible investing’.

4. The Practice:

The club Koshish is involved in spreading awareness about the CSR initiatives that are part of the industry. Some of initiatives taken by “Koshish Cell” are Blood Donation Camp which is conducted every year, Food Donation Drive, Cloth Collection Drive in collaboration with Goonj Foundation, 5K Marathon to promote awareness about various social issues, Cleanliness Drive in association with Swachh Bharat Abhiyan, Social Media Visibility, Blanket Donation Drive, Books & Clothes Collection, Self Defense Workshops and many other drives that has helped to enable students to be self-sufficient and visiting many NGOs and orphanages and donating.

5. Obstacles faced and strategies adopted to overcome them:

In the beginning many NGOs were not keen in associating with the IIFT Cell Koshish. But with years passing the students have effectively interacted with the NGOs by communicating their unique ideas which has helped in successful collaboration and carrying out many social activities that are beneficial to the society. The Cell conducts regular peer to peer interactive sessions focused on discussions and getting insights on Social Issues/Public Welfare Policies/CSR initiatives, etc. with various NGOs and how as a managerial student, these students can make their contribution in solving/tackling such problems. These peer-to-peer engagement programs have helped to get newer mindsets/perspectives and ideas.

6. Impact of the practice:

Koshish aims to organize different events throughout the year which will be aimed towards spreading happiness and making our society a better place to live. At IIFT the students believe that a complete manager should be someone who is not just professionally qualified but also socially responsible and sensitized towards the issues affecting our society, Hence, the Koshish- The Social Awareness Cell strives to add the same dimension to students' lives at IIFT.

7. Resources required:

Year: 2018-2019

Practice 1

- 1. Title of the practice: Establishment of Specialized Cell to address logistics issues- CTFL**
- 2. The Context that required the initiation of the practice:** Since its inception, IIFT took up various development issues and addressed them adequately by setting up a specialized cell. For example, the Centre for Trade Facilitation and Logistics (CTFL) was set up in the recent times.
- 3. Objectives of the Practice:** CTFL was set up at the IIFT campus in Delhi in 2018 by the Logistics Department of the Ministry of Commerce, Government of India. During 2018-2019, the logistics issues have become very prominent in the entire country to enhance Indian business efficiency. CTFL was set up to help the Indian trade and logistics experts by acting as a forum for collaboration on the domestic and international front to gain competitiveness at a global level.
- 4. The Practice:**

CTFL has been working along with nine different sectors and councils to understand and measure their logistics performance. These key sectors include leather, electronics, marine, apparel, agriculture, gems and jewellery, chemical, engineering goods and pharmaceuticals. To achieve this objective, different workshops and sector meets have been planned throughout the year to understand the logistics issues faced by the sectors through working with the key

stakeholders and industry experts. CRFL endeavors to understand sector-specific logistics and attempt to develop a sector-specific logistics performance index to improve the sector's logistics performance. CTFL also map the value chain of the specific sector, which would aid in identifying the logistic challenges faced by the exporters in these sectors. Since each sector has a unique value chain, their challenges also vary from industry to industry.

5. Obstacles faced and strategies adopted to overcome them:

The stakeholders of logistics services, academicians and other sector specific experts from the industries interacted with policymakers have specified regarding the various logistics issues and gaps pertaining to their sectors in India. For this purpose CTFL was established, so that the Centre regularly organises sector meets to map the value chain of the specific sector, which would aid in identifying the logistic challenges faced by the exporters in these sectors. Since each sector has a unique value chain, the challenges associated with them also vary from industry to industry and CTFL will discuss and provide solutions to each sectors.

6. Impact of the practice:

CTFL is working towards the development of a sector-specific Logistics Performance Index (LPI-S). There is no such index at present; this index serves as a common measure of logistics performance for various industries in India. This measure would help industries of different sectors to pinpoint critical issues in the logistics efficiency and related policy implications which would smoothen the process of movement of goods leading to an increase in the overall national and global trade. An efficient logistics performance can also help resolve the current big issue of trade deficit.

7. Resources required:

Practice 2:

- 1. Title of the practice: Student Mentorship Program (STUMENT)**
- 2. The Context that required the initiation of the practice:** The faculty and staffs of IIFT often act as a mentor to the students. This programme helps to develop a particular type of relationship to help our student mentees succeed in IIFT. The faculty who acts as the mentor tries to find the complexities present in the lives of the students and involves in giving suggestions which enables the students to gain confidence, take initiative, and stay self-motivated while associating with IIFT.
- 3. Objectives of the Practice:**

The Faculty-Student Mentoring Program is associating in supporting the students throughout their time at IIFT so that the students can achieve the goals which they have set for themselves in regard for their career. The faculty provide the students with academic and professional advice, they shares their perspectives on various issues, and enrich their education, engagement, and academic experience.

4. The Practice: This program is an informal cum formal way for faculty and students to interact with each other. It helps the students to feel closer to their alma mater and develop a positive and long-lasting personal connection with the faculty members of both the IIFT campuses. The faculty act as mentors for the students and encourages them to engage in discussions and makes this initiative successful. This programme is rolled out on the first day when a new batch commences and this is made a part of the orientation process for the new student joining IIFT. During this challenging situation where sessions have commenced virtually, this programme has turned out to be important as it helped the students to be comfortable and built a good mentor-mentee relationship at IIFT with the faculty. The faculty and staffs at IIFT constantly works at ensuring that the students are able to get the best out of the two years of their association with IIFT through constantly supporting them in achieving what the institute set across to.

5. Obstacles faced and strategies adopted to overcome them:

Faculty Mentors and the students are encouraged to engage in discussions. Given the current situation globally, with students completely out of their comfort zones, they need the suggestions of the faculty the most to choose the appropriate courses. The fresh/junior batch are often a bit hesitant and disoriented in the beginning, and they might hesitate in contacting or making the first attempt at contacting their faculty mentors. and hence the faculty makes an effort from their end to help them out and reach out to them at the first time. The faculty we are of IIFT are constantly working at ensuring that the students are able to get the best out of these two years.

6. Impact of the practice:

The Students Mentorship Programme will help new graduate students adjust more quickly to life at IIFT. This course is designed to ensure the transition of freshers into smooth college life. A fresher (Mentee) who joins IIFT is assigned as a mentor. The mentors will guide the mentees in all matters of academic and co-curricular activities. The faculty monitor the students through face to face interaction, emails or phone calls.

7. Resources required:

Sessions between faculty and students are scheduled initially so that the students get an idea about the courses and then they can contact and seek help from the faculty at a personal level.

Year: 2019-2020

1. **Title of the practice:** Establishment of North East Specific Cell to address developmental issues of North East- CeNEST
2. **The Context that required the initiation of the practice:** In order to unfold the true potential of 'Act East Policy', IIFT with the support of North Eastern Council (NEC) has set-up CeNEST (Centre for North Eastern Studies) as a dedicated centre for the exclusive development of north-eastern regions of India. CeNEST would allow IIFT to provide handholding support to the entrepreneurs of the North Eastern states, undertake research and analysis on developmental issues related to International trade and business and conduct training programmes for the North Eastern states. CeNEST aims in development planning particularly in emerging areas of livelihood, export oriented entrepreneurship, venture funds, start-ups and skill development that will help in generating jobs in the entire NE region.
3. **Objectives of the Practice:**

The objectives of the CeNEST are to (a) serve as an expert trade facilitation point for the NE states in policy making, strategic planning and effective implementation of various developmental schemes for the sectors; (b) to undertake research and analysis on developmental issues related to international trade and business of various NE states as identified jointly or separately by the NEC, IIFT and the states individually or collectively; (c) to network with other institutions of excellence within the NE States in various subject areas relevant to the development of NE and to establish an institutional network for collaborative research, analysis and consultancy, etc. to provide the best knowledge back up for international trade in the NE States; (d) To serve as documentation, collation and dissemination point for the best practices in various fields of International Business from around the world for the benefit of the development of the NE States; and (e) to serve as an incubator to

engender innovations and improvements in Exports, which can have a direct positive impact on the lives of people of NE States.

4. The Practice:

Indian Institute of Foreign Trade, an Institution, deemed to be University, under the Ministry of Commerce & Industries, Government of India having its campus at Kolkata (hereinafter referred to as “IIFT”, which expression shall, unless it be repugnant to the context and meaning thereof, include its representatives, successors and assigns) of the other part. In an attempt to develop NEC as state-of-the-art resource centre to help the states and the implementing agencies to properly plan and execute projects and research activities for the north eastern region of India it has been considered necessary to collaborate with institutions of excellence based in the North Eastern (NE) part of India. IIFT has the necessary resources, knowledge and domain expertise to assist North Eastern (NE) states of India in their development planning particularly through research activities to identify the potentiality for growth through exports in the north eastern region.

5. Obstacles faced and strategies adopted to overcome them:

There is lack of proper communication and hence lack of development in the NorthEast region. Initially locating the local potential entrepreneurs of the North-East region have been difficult due to proper coordinating agency. The the resource persons of IIFT with the help of NEC has communicated with various local state government departments of the NE states and other local TPOs in identifying the potential sectors of exports and locating the potential exporters from those regions belonging to the potential sectors so that proper effective training may be imparted to them about the exportation process and they as well as their community can get involved in external trade from the NE region.

6. Impact of the practice:

Through CeNEST in the recent years few Short term, medium term and long term activities were taken up in the centre such as workshops or 1 or 2 days or week-long training programmes. IIFT has been working out an Action Plan for integrating the research outcomes of the centre with plans of executing bodies in the North Eastern States, namely North Eastern Council and the states. Research projects of studying the border points and understanding the ASEAN markets have been taken up. Online training programmes as well as hand holding programmes has also been conducted for the local entrepreneurs of the North East region for enhancing exports from the BE region of the country.

7. Resources required:

The resources to carry the activities under CeNEST is determined by the NEC.

Practise 2

1. **Title of the practice:** Alumni-Mentorship Programme

2. **The Context that required the initiation of the practice:**

IIFT has recently launched the Alumni-Mentor programme where the alumni members of IIFT share their personal and professional experiences with the new students of IIFT. The alumni of IIFT often act as a mentor to the new students. Alumni Relations Committee (ARC) at IIFT is an active student body that builds and maintains alumni relations with the alumni of the college. ARC seeks to reach, serve and engage more than 12000 IIFT alumni across the globe; to foster a lifelong intellectual and emotional bond between the organization and its alma mater and to provide the students with the opportunity to connect with alumni across the globe. Through this programme the alumni provides a medium to facilitate inputs from the distinguished alumni to further the cause and success of IIFT.

3. **Objectives of the Practice:**

The Alumni programme is associated with supporting the students throughout their time at IIFT so that the students can achieve the goals which they have set for themselves in regard for their career. The alumni provide the students with academic and professional advice, they share their perspectives and prior experiences on various issues, and enrich their education, engagement, and academic experience.

4. **The Practice:** This program is an informal way for alumni and new students to interact with each other. It helps the students to feel closer to their alma mater and develop a positive and long-lasting personal connection with the ex-students of IIFT. Their expertise, past experiences, and feedback helps the new students to form an idea of the faculty of IIFT and how to tackle other activities existing at IIFT. The alumni tend to act as mentors for the fresh batch of students and encourage them to engage in discussions so that they get to learn more about IIFT. The alumni at IIFT constantly works at ensuring that the every fresh batch of students are able to get the best out of the two years of their association with IIFT through constantly supporting them in achieving what the institute set across to.

5. **Obstacles faced and strategies adopted to overcome them:**

This programme helps to develop a particular type of relationship to help our student mentees succeed in IIFT. The alumni who acts as the mentor tries to find the complexities present in the lives of the students and involves in giving suggestions which enables the students to gain confidence, take initiative, and stay self-motivated while associating with IIFT. At the first instance the fresh students may be confused on which subject to choose and may be reluctant to discuss with the faculty. In that case the alumni helps them in informal discussions and guides

them to choose subjects as per their interest and also shares ideas on how to crack placement interviews. The students connect to mentors from alumni as per their choice and the alumni usually accept their request and provide guidance and confidence to them.

6. Impact of the practice:

The Alumni Mentorship Program offers support, guidance and networking opportunities for new MBA and MA students for both full time and part time courses. This helps in providing student mentees with a platform to grow professionally, learn new skills, navigate their career path, and expand their professional networks to give them a competitive advantage. The alumni encourage and support their development and progress towards their future goals.

7. Resources required:

Year 2020-2021

Practice 1

1. Title of the practice: Establishment of Export Clinics

2. The Context that required the initiation of the practice:

IIFT is known for its specialization in terms of trade which comprises export and import. Since export from the country is considered to be of utmost importance to enhance the country's economic progress. IIFT was in the forefront in conducting research studies, training programmes and symposiums for enhancement of export from the country. With the incorporation of Act East and Look East policy, the Government of India is focusing on the development of the eastern region of India. Many new, young, budding and potential entrepreneurs from different districts of the West Bengal and other NE states have been trying to indulge in cross-border trade or international export business. In fact, the different states and their districts have a requisite number of budding or existing exporters whose market reach can be increased, though they lack the basic knowledge about export. IIFT's path breaking activities in this direction has always been appreciated by the different stakeholders, but off late the IIFT think-tank felt the necessity and disseminated its path-breaking research outputs amongst the exporting communities of the country. Therefore, IIFT has set-up a 24*7 Export Facilitation Centre to connect academic research with exporters through setting-up of Export Clinics.

2. Objectives of the Practice: The basic objective of the Export Clinic is to provide export services to the exporters of the country through one-to-one counselling or counselling in the online mode on the different problems being faced by the export community of the country. Through the setting of Export Cells, IIFT aims to help a certain sector or state in activities such as identification of markets for the

local exporter's products, developing an export plan, financing export transactions. The export cells would also help in guiding the local entrepreneurs on matters like methods of handling orders and shipments, trade fair participation, sourcing of input material for exportable product manufacturing, locating the freight forwarders, letter of credit procedure, customs procedure, tariff obligation while exporting, Non-tariff barriers, certification and standards and modalities.

3. The Practice: In the recent years IIFT has opened and started operations of two export cells which are discussed below:

i. The first **Export Clinic has been set-up at Kolkata** in collaboration with West Bengal Industrial Development Corporation (WBIDC). IIFT started functioning with its own exclusive web portal launched in the WBIDC server.

ii. IIFT setup the second **Export Assistance Cell at Guwahati, Assam** in collaboration with the Directorate of Industries & Commerce, Government of Assam. The Export Assistance Cell is catering to the requirement of the export community in the state of Assam and has taken a premier spot in developing the exporters' community throughout the state.

4. Obstacles faced and strategies adopted to overcome them:

Over the years various problems have not allowed exporters of the country to expand. One of the major deterrents at the district level for the exporters has been lack of proper information regarding external exportable market and matchmaking of the potential products, product standard, pricing, export process, process of documentation and logistics, sanitary and phyto-sanitary measures, Technical Barriers to Trade (TBT), etc. Ironically, though various Export Promotion Councils are operating in the State, their efforts of providing information are only limited to their members and have not percolated down to general entrepreneurs of various districts of the eastern part of the country. Hence locating an appropriate location to set-up an export clinic to help the local entrepreneurs of the state has not been easy. IIFT's resource persons coordinated with the state governments and DIC's of the states to find an appropriate location for setting an export cell. Post Identifying the required sectors they provided acquaintance training and placed local interns as Export Councillors in those Cells so that those interns with the help of IIFT can help the local exports approaching them with their problems. IIFT helped in creating user-friendly websites through which the local exporters can submit their queries and overall export enhancement of those states takes place.

5. Impact of the practice:

Now with the help of Export Cells in West Bengal or Assam, any exporter located in West Bengal or Assam can connect to the Export Clinic of that region to get a solution to their problem with the help of Export Councillors placed at those export Cells by IIFT. IIFT feels that this type of service is going

to enhance the export from West Bengal, Assam and from other Eastern regions of the country. IIFT plans to open up more Export Assistance Cells in the country especially in the North Eastern states in the coming years to make University-exporters relationship so that the latest understanding can be passed on to the exporters' community of our country. IIFT is also planning to open export cells in West Bengal for other sectors like Gems & Jewellery and Textiles in this year.

6. Resources required:

The Export Cells are set-up with the help of the local state governments of the respective states.

Practice 2.

1. Title of the practice:

Outreach of activities with state governments/TPOs by being part of their Steering / Monitoring Committees

2. Objectives of the Practice:

IIFT Faculty have been part of various Government/ Steering Committee of State government Bodies or TPOs. With the help of the State Government of West Bengal IIFT has recently set-up an Export Cell in West Bengal. Similarly, with the help of NEC, IIFT has set-up a CeNESt in the NE regions or an Export Assistance Cell in association with DIC, Assam. IIFT faculty members have been a part of the Steering or Monitoring Committee of all these institutes so that they can share their academic knowledge and expertise inputs with these Cells and help in fulfilling their objectives in development of exports from these regions. Faculty of IIFT has also been part of the monitoring committee of various Trade Promotion Organizations all over the country. Since the MBA course of IIFT is oriented in international business therefore the students' understanding of the sectoral dynamics become very vital in students career progression and performances as business managers. Faculty shares valuable inputs to the Monitoring Committee of the TPOs or State government of which they are part of in order to contribute towards enhancements of exports from the country.

3. The Context that required the initiation of the practice: The Trade Promotion Organizations (TPOs) functions as the sectoral representatives of different sectors. They are involved in exportation process of products from different products from the country. In India the various TPOs are Federation of Indian Export Organisation (FIEO), Federation of Indian Chambers of Commerce & Industry (FICCI), Engineering Exports Promotion Council (EEPC),

Confederation of Indian Industry (CII), The Agricultural and Processed Food Products Export Development Authority (APEDA), Handloom Export Promotion Council (HEPC), etc. The TPOs understand the need of different sectoral firms and try to focus on enhancing exports from the sector. In case of any export barrier being fetched by them, the TPOs take it up with the Government of India with collective basis and thereby sort out the issues and problems faced by different export oriented sectors of the country. IIFT being the Think Tank of the Ministry of Commerce, Government of India with a mandate for enhancing export from the country takes an active interest in the working of the TPOs.

4. Obstacles faced and strategies adopted to overcome them:

As the representatives who are part of the Steering Committees of TPOs or government associations belongs from different areas or field their objectives may be different and conflicts of interest may arise. Different viewpoints and arising conflicts may lead to difficulty and delays in decision making which may act as obstacles in attaining the desired objectives of those committees. Over the years IIFT faculty has maintained a good relationship with industry associates or government organisations and hence the faculty of IIFT never faced too many objections in putting forward their viewpoints. They have contributed successfully to the associations or committees they have been part of, through their expertise, knowledge and research experience and have efficiently achieved the desired objectives of those associations/TPOs. The faculty members gather the agenda information beforehand and do thorough research on it so that fast decision making is encouraged and objectives are achieved effectively.

5. Impact of the practice:

Different faculty members of IIFT maintain a close interaction with the various TPOs based on their expertise in the sector and hence become a part of the board of the respective TPOs. The TPO or state government interaction with IIFT faculty not only help the TPOs or government sectors to understand the academic viewpoint of a problem or a prospect in the backdrop of International Trade but at the same time allow IIFT faculty to perform practical understanding of sectoral performances. This understanding is well reflected in the classroom deliberation as well, here the faculty bring in the full understanding of the different export sectors of India and allow the students of IIFT to develop the basic understanding of their sectoral exports.

6. Resources required:

Year: 2021-22

1. Title of the Practice: Certification Matrix for Exports

2. The Context that required the initiation of the practice:

Compliances of country requests are important for a successful export transactions. In order to comply with the importing country requirement, exporters need to get their products tested and certified by the designated agencies. Though big companies may take the help of consultants, the MSMEs suffer. In this context, IIFT has developed a certification matrix for major products of interest to the exports of the state using digital tools.

3. Objectives of the Practice:

1. To provide product-country specific compliance requests get one place
2. To disseminate the complete details of such compliance requirement modified by the importing countries.
3. To highlight the cost of compliances to prepare the exporters to account for such costs in their pricing.
4. To help the MSMEs and agencies to know the compliances
5. To create a replicable certification matrix

4. The Practice: The certification matrix which is a web based application can be accessed by all such exporters to get the strategic information at any place they convened. It is available through the website 'Silpa Sathi', operated by the WBIDC.

5. Obstacles faced and strategies adopted to overcome them: Being a self-financed Institution; IIFT could not fund the initiative. Hence, a project was conceptualized and put forth to the WBICD which has funded it as it will be useful for the MSMSs in the state. It is replicable with lesser cost once developed.

6. Impact of the practice: The certification costs would help the exporters in taking proper pricing decisions and branding their products for quality.