



भारतीय विदेश व्यापार संस्थान INDIAN INSTITUTE OF FOREIGN TRADE, GIFT CITY CAMPUS

An Orientation on Export, Innovation, and Business Transformation

MSME Growth and Global Competitiveness Initiative



Who We Are

The Indian Institute of Foreign Trade (IIFT) was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute in the skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through research and training in international business and trade.

The Institute was granted "Deemed to be University" status in 2002. The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade 'A+' Institution in 2023. Over the years, IIFT has emerged as a national university with focus on International Business Management and Strategy, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.

60+

Years of Academic
Excellence

4

Premier
Campuses

A+

NAAC
Accreditation

500+

MDP Programs
Delivered



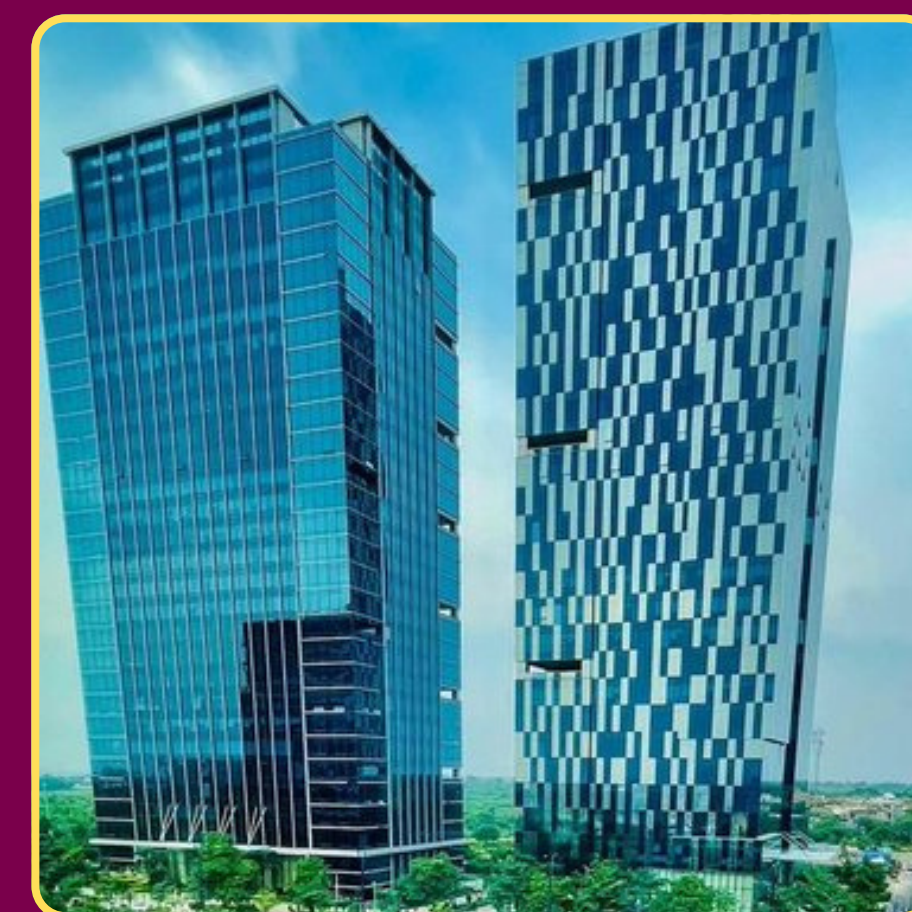
DELHI



KOLKATA



KAKINADA



GIFT CITY

Why GIFT City, Gandhinagar

Gujarat is a leading state in international trade, and its strategic position at GIFT City offers a unique ecosystem within an evolving institutional and regulatory landscape. Leveraging this, IIFT's GIFT City campus in Gandhinagar is committed to strengthening India's global trade competitiveness empowering businesses, exporters, entrepreneurs and policymakers with the knowledge and capability to succeed in international markets.

This marks a strategic milestone in IIFT's vision to expand its academic and research footprint in the western region of India.



Located in GIFT Tower-2, across the 16th and 17th floors, the IIFT GIFT City facility reflects the Institute's commitment to aligning with India's evolving trade, finance, and economic priorities. The GIFT City environment brings together world-class infrastructure, regulatory innovation, and a growing ecosystem of banks, fintech firms, insurance companies, clearing corporations, and global institutions.

Our Faculties



Prof. Rajendra Prasad Sharma
Head - IIFT, GIFT City



Dr. Kaushik Bhattacharjee
Associate Professor



Dr. Prateek Maheshwari
Assistant Professor



Dr. Md Tanweer Ahmad
Assistant Professor



Dr. Raghavendra kushawaha
Assistant Professor

Shaping Global Trade Leaders Since 1963
Deemed to be University
Ministry of Commerce & Industry, Govt. of India

HALF-DAY ORIENTATION PROGRAM

MSME Growth and Global Competitiveness Initiative

An Orientation on Export, Innovation, and Business Transformation

“How can IIFT help your business become more competitive, profitable, and globally connected?”

Who Should Attend

- MSME owners.
- Exporters.
- Industry associations.
- Bankers and trade facilitators.
- Startup founders.
- District Industries Centre officials.
- Cluster associations.

Program Objectives

- Introduce IIFT as a knowledge and training partner for MSMEs.
- Understand the challenges faced by industries in different clusters.
- Showcase government schemes and export opportunities.
- Build trust through dialogue rather than one-way presentations.
- Identify firms interested in deeper engagement through training, consulting, and research.

Program Structure

- **Welcome and Vision** : Gujarat's role in India's economy; MSMEs in employment and exports; emerging global trade opportunities.
- **Opportunities for MSMEs** : India–EU FTA, export readiness, digital trade & e-commerce, ESG, supply chains, international branding.
- **Listening to Industry** : A listening-first dialogue on business challenges, export plans, skills gaps, and regulatory hurdles.
- **How IIFT Can Support MSMEs** : Executive education, consulting, and research engagement options tailored to industry needs.
- **Government Support Ecosystem** : DICs, Export Promotion Councils, banks, and logistics providers join as co-convenors.
- **Networking & Business Clinic** : Faculty meet MSMEs one-on-one on export challenges, financing, and training needs.

Tailored, Not Generic

Cluster-Specific Approach

	Morbi	Ceramics exports, anti-dumping issues, EU standards
	Rajkot	Engineering exports, Industry 4.0, quality certification
	Surat	Technical textiles, sustainability, branding
	Jamnagar	Brass exports, global value chains
	Anand	Food processing, traceability, packaging
	Kutch	Handicrafts, GI products, digital commerce
	Ahmedabad	Pharmaceuticals, chemicals, regulatory compliance

A Flagship Initiative

IIFT, GIFT City Gujarat MSME Connect

An ongoing engagement combining quarterly cluster visits, executive education, export advisory, faculty consulting, student immersion projects, policy dialogues, and annual MSME competitiveness reports.

“Our success will be measured not by the number of workshops we conduct, but by the number of Gujarat MSMEs that grow, innovate, and compete successfully in global markets.”

YOUR JOURNEY WITH IIFT GIFT CITY CAMPUS



Attend the Orientation

Join the half-day session at IIFT GIFT City Campus



Engage & Assess

Get a business needs assessment and export readiness check



Grow Globally

Partner with IIFT on training, consulting, and research

Steps to Apply

There are two steps to complete the application process:

1. Make the required payment

Scan the Payment QR Code or use the payment link provided to pay the program fee of : **Rs.299/-**

Link :

<https://form.qfixonline.com/lifthdoeibtreg>



2. Fill in the Google Form

After completing the payment, scan the Google Form QR Code or use the link provided to fill in and submit the application form.

Link :

<https://forms.gle/gEe182SpM3KnAWJp7>



- Last date to apply & pay the program fee: **10/09/2026**
- Please ensure that all required details are filled in correctly, including your E-mail ID and Mobile Number.
- Incomplete applications will not be accepted.
- Program date: **11/09/2026**

Help Desk / Contact for Queries

For any queries or assistance regarding the application, payment, or registration process, please contact:

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Contact Us

Take the next step in your professional journey. For the detailed calendar of upcoming programs or to discuss a customised intervention for your organisation, reach out to Us.

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CAMPUS

GIFT City, Gandhinagar, Gujarat

CONNECT WITH US



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