



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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DEPARTMENT OF COMMERCE

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September 1st, 2026

GUEST LECTURE ON FOUNDATIONS OF EXPORT READINESS

Academic Year: 2026-27

Name of event: Guest Lecture On Foundations Of Export Readiness With Dr. Tarvinder Kaur

Organized by:

Dr. Kamal Gupta, Assistant Professor, MAIMS

Dr. Simran Sharma, Assistant Professor, MAIMS

Date of the Event: 1st September, 2026

Time of the Event: 12:00 P.M. onwards

Mode : Offline

Location: 9th Floor, Seminar Hall, 9th Block, MAIMS

Collaborating Unit: The Placement Team

Number of Students Participated: 40

FOUNDATIONS OF EXPORT READINESS

The Department of Commerce, Maharaja Agrasen Institute of Management Studies (MAIMS) organized an insightful guest lecture on “Foundations of Export Readiness” on 1st September 2026 at the Seminar Hall, 9th Floor, 9th Block, MAIMS. The session was organized with the objective of familiarizing students with the fundamentals of exports and international trade and providing them with practical perspectives on the opportunities and challenges associated with entering global markets.

The session was conducted by Dr. Tarvinder Kaur, Director – Partnership and Outreach, DG SEPC, Ministry of Commerce and Industry, Government of India. With her professional expertise and experience in the field, Dr. Kaur provided students with valuable insights into the export ecosystem and the various factors that businesses need to consider while preparing to participate in international trade. Her interaction with the students helped bridge the gap between theoretical concepts studied in the classroom and their practical application in the business environment.

During the lecture, students were introduced to the fundamentals of export readiness, with emphasis on understanding international markets and identifying opportunities in the global business environment. The session highlighted that successful participation in international markets requires businesses to be adequately prepared in terms of their products, market understanding, strategic approach, and overall business capabilities. Students gained an understanding of how awareness of international market conditions can help businesses identify suitable opportunities and make informed decisions regarding global expansion.

The lecture also provided perspectives on the evolving export landscape of India and the growing opportunities available to businesses seeking to explore international markets. Students were encouraged to look beyond domestic markets and recognize the potential of international trade as an avenue for business growth, expansion, and entrepreneurship. The discussion helped students appreciate the role of exports in connecting Indian businesses with customers and markets across the world.

A significant aspect of the session was its focus on the practical considerations involved in entering international markets. Students were sensitized to the importance of market awareness, strategic planning, compliance requirements, and entrepreneurial competence in

developing export-ready businesses. The session emphasized that entering a foreign market involves more than simply selling products overseas; businesses need to understand the market environment, plan their strategies carefully, and ensure that they are adequately prepared to meet relevant requirements.

The interaction also encouraged students to think about international trade from an entrepreneurial perspective. By gaining exposure to the functioning of the export ecosystem and the opportunities available in global markets, students were able to broaden their understanding of potential career and entrepreneurial pathways in the field of exports. The session provided an opportunity for students to relate concepts of international business and trade with contemporary business practices and real-world opportunities.

The initiative was organized by Prof. (Dr.) Manju Gupta, Head, Department of Commerce, under the strategic guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their continued support and emphasis on experiential and industry-oriented learning contributed significantly to the successful organization of the guest lecture. The initiative reflects the Department of Commerce's commitment to providing students with meaningful exposure beyond conventional classroom teaching.

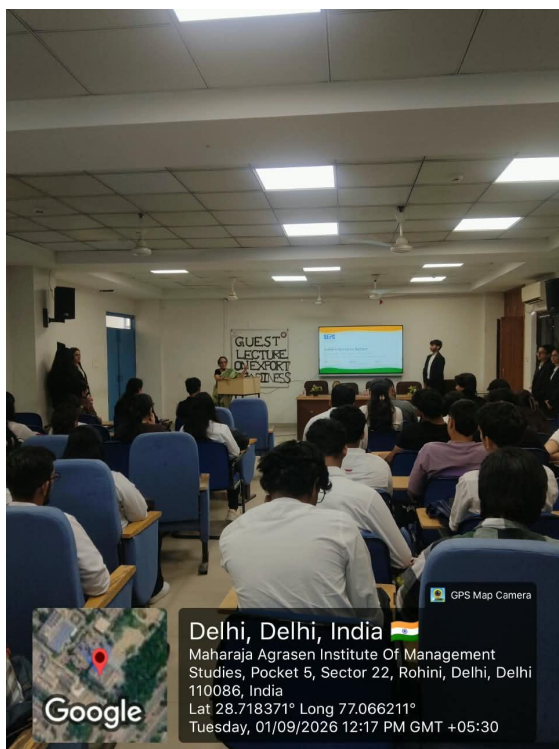
The session served as an enriching academic and professional learning experience for the participating students. It enabled them to develop a broader understanding of exports, international markets, export readiness, and India's evolving position in the global business ecosystem. The interaction with an experienced professional from the Ministry of Commerce and Industry further added practical relevance to the session and encouraged students to explore the possibilities offered by international trade.

Overall, the guest lecture on “Foundations of Export Readiness” was a meaningful initiative that successfully connected academic learning with practical industry and policy perspectives. It enhanced students' awareness of the export sector, encouraged an entrepreneurial outlook, and provided them with valuable insights into the preparation required for businesses to participate effectively in international markets. The session thus contributed to the holistic development of students and strengthened their understanding of the diverse opportunities emerging in the field of global business and exports.

Conclusion

The guest lecture on “Foundations of Export Readiness” served as a valuable learning experience for the students of MAIMS, providing them with practical exposure to the fundamentals of exports and international trade. The session enhanced their understanding of the importance of market awareness, strategic planning, compliance, and entrepreneurial capabilities for successfully exploring global markets. The insights shared by Dr. Tarvinder Kaur helped students connect their academic knowledge with real-world perspectives and encouraged them to consider the diverse career and entrepreneurial opportunities emerging in the export sector. Overall, the initiative reinforced MAIMS's commitment to experiential learning, industry interaction, and holistic student development, while motivating students to develop a greater understanding of India's growing role in the global business ecosystem.

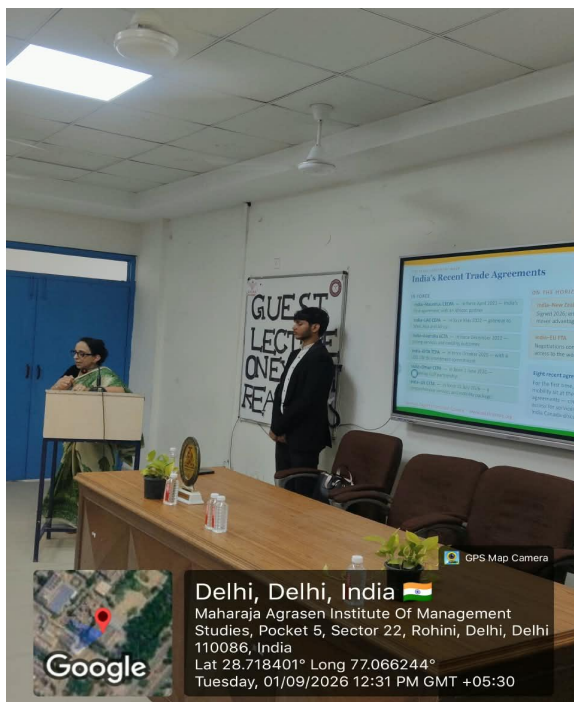
Here are a few glimpses of the session:



Students learning about different benefits of service exports



Students interacting with the resource person



Resource person addressing all the students queries