भारत सरकार

Export Promotion Mission



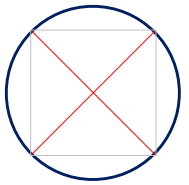
Export Promotion Mission: Empowering MSMEs for Glo Markets

MSME-focused scheme implemented through two integrated sub-schemes -

- ❑ to address key bottlenecks faced by Indian exporters,
- ❑ to enable broad-based, inclusive and sustainable export growth and
- ❑ unlock India's potential as a globally competitive export powerhouse.

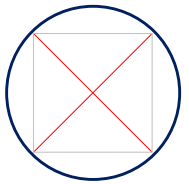
OBJECTIVES

- Better access to trade finance, especially for **MSMEs**
- Assistance in meeting **international quality, technical, and sustainability standards**
- **Export branding, logistics & warehousing support**
- **Market Access** & **Trade Intelligence** Support
- Broader participation of **MSMEs** & increase **cross-border E-Commerce exports**



NIRYAT PR

Driving Trade Finar



NIRYAT DIS

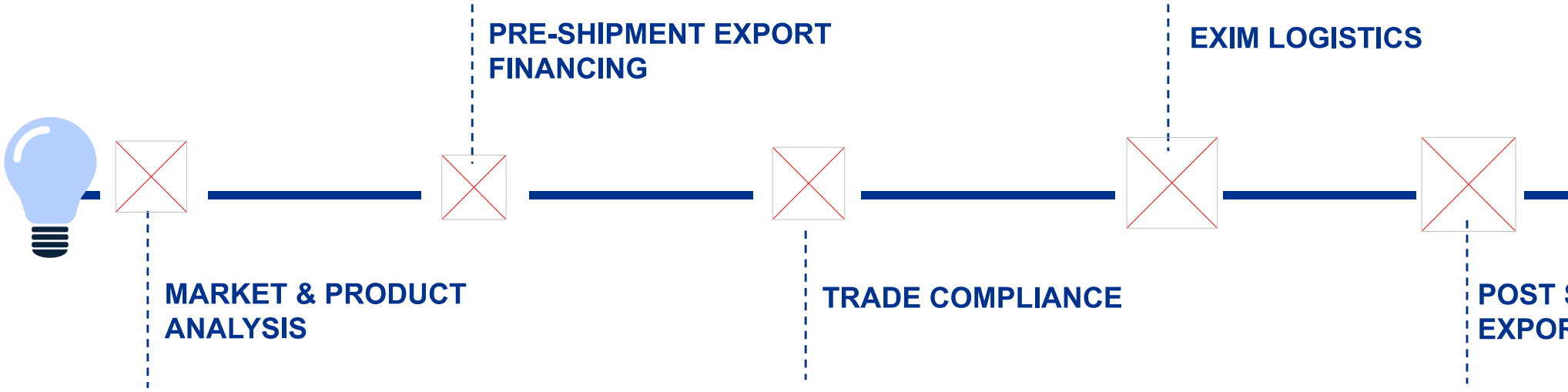
Expanding Holistic

Export Promotion Mission: Game Changer for MSMEs

EPM strengthens the exporter journey end-to-end by integrating policy support, finance enablement, stan readiness and market access by addressing:

Whole-of-Governme nt Convergence	unified, whole-of-government approach with all relevant Minist stakeholders, enabling faster decisions, coordinated delivery, an outcomes.
Finance Access Bridge	Directly addresses access-to-finance constraints by strengthening in collateral enablement and credit facilitation, especially for MSMEs exporters.
Overall Export Push	Prioritises labor-intensive sectors with a clear focus on low-export int driving decentralized export growth where it is most needed.
Standards and Compliance Enablement	Supports in meeting international standards by easing complian improving standards readiness, reducing rejection risks and im confidence.
Market Linkages	Institutionalises structured buyer connect and market access pathwa producers translate into consistent export orders, not one-off shipment

EPM Support in the Exporter's Journey – Interventions



- MAS - Market Access Support
- INSIGHT - Integrated Support For Trade Intelligence & Facilitation

- Interest Subvention for Pre-Shipment Credit
- Collateral Support for Export Credit
- Credit Assistance for E-Commerce Exporters
- Support for Emerging Export Opportunities

- TRACE- Trade Regulations, Accreditation & Compliance Enablement

- LIFT - Logistics Interventions For Freight & Transport
- FLOW - Facilitating Logistics, Overseas Warehousing & Fulfilment

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NIRYAT PROTSAHAN - Driving Trade Finance Access

NIRYAT PROTSAHAN, sub-scheme under EPM aims to:

- Bridge trade finance gap by providing MSME exporters with timely, affordable and diversified credit ins
- It combines interest subvention, collateral guarantee, credit enhancement, risk-sharing and alternati models to strengthen cash flows, including for e-commerce exporters.

Interest Subvention Support for Pre-and Post-Shipment Export Credit

Affordable credit for MSME exporters at globally competitive rates.

Support for Alternative Trade Instruments

Factoring solutions for faster, flexible export funding.

Credit Assistance f E- Commerce Expo

Dedicated credit access tail MSME e-commerce exporte

Collateral Support for Export Credit

Credit guarantee to unlock export finance without collateral.

Support for Emerging Export Opportunities

Risk-sharing cover to Indian banks to help MSMEs enter high-risk and underserved markets

01 - Interest Subvention Support for Pre-and Post-Shipm Export Credit

Objective

Reduce the cost of **pre- and post-shipment export credit** for **MSME exporters** competitiveness and working capital liquidity.

Eligibility

- **MSME Exporters**
- **Merchandise exports** under the notified **list of six-digit tariff lines**

Implementing Agency - EXIM Bank

Support provided -

- **Subvention Rate: 2.75% subvent** interest cost.
- **Subvention Limit: ₹50 lakhs** per e

02 - Collateral Support for Export Credit

Objective

Facilitates **collateral-free access to formal credit** for MSME exporters, by providing credit g
support.

Eligibility

- **MSME Exporters**
- **Merchandise exports** under the notified **list of six-digit tariff lines**

Implementing Agency - CGTMSE

Support provided -

- **Micro and Small Enterprises: 85 ^ coverage**.
- **Medium Enterprise: 65% guarant**
- **Maximum Guarantee Limit: ₹10 C** exporter

03 - Support for Alternative Trade Instruments (Export F

Objective

Promote **export factoring** as an **affordable** and accessible instrument for **MSMEs** for **ur working capital**, thereby ensuring a **smoother business cycle.**

Eligibility

- **MSME Exporters**
- **Merchandise exports** under the notified **list of six-digit tariff lines**

Institutions - **Registered Export Factoring Firms (NBFCs)**

Support provided -

- **Subvention Rate: 2.75% subve** interest cost for export factoring.
- **Type of Factoring: Reco Non-recourse** factoring
- **Currency:** Factoring in ₹ and free **foreign currency supported**
- **Subvention Limit: ₹50 lakhs** per I

04 - Credit Assistance for E-Commerce Exporters

Objective

Credit facility for **working capital needs of e-commerce exporters at lower cost** for ex
Postal, courier or overseas inventory and fulfilment channels.

Eligibility

- **MSME E-Commerce Exporters with a valid IEC** and a **valid MSME Udyam Registration**
- New MSME exporters with **prior domestic e-commerce turnover of at least 1 year**

Implementing Agency - NCGTC & EXIM Bank

Support provided -

- **Direct E-Commerce Credit Facili** **of guarantee cover capped at ₹50**
- **Overseas Inventory E-Comm** **Facility: Up to 75% of guara** **capped at ₹5 crore**
- **Interest Subvention of 2.75%** financing **capped at ₹15 lakh p** **per year.**

05 - Support for Emerging Export Opportunities

Objective

To enable Indian MSMEs to expand into new, or high-risk markets through **access to sha credit instruments.**

Eligibility

- **MSME Exporters** with a **valid IEC** and a **valid MSME Udyam Registration Number**
- Support shall be available for **identified under-served markets**

Implementing Agency - NCGTC & EXIM Bank

Support provided -

- **Risk Sharing Support: 10-80% of value** based on **a risk model.**
- **Maximum Liability Permissible (M**
  - Country caps - 15%
  - Exporter-wise exposure cap - 5%
  - Transaction-wise exposure cap -
  - Issuing bank-wise exposure cap -

NIRYAT PROTSAHAN - Procedure for Application

- **Support For Emerging Export Opportunities**
- **Credit Assistance For E-commerce Exporters**
- **Alternative Trade Instruments**
- **Support For Interest Subventi**
- **Collateral Support For Export**

Process for filing IC & CS for Support for:

The process consists of following stages:

Stage: 1

Intent-to-Claim (IC): To be filed, before obtaining support. UIN will be generated
dgft.gov.in

Stage: 2

Exporter shares the UIN with the lending institutions/factors

Stage: 3

Claim Submission (CS):

- Lending institutions/factors extend the credit/trade finance instruments to expo on the due diligence
- Lending institutions/factors submit the claim to the implementing agency as pe process notified in the operational guidelines

NIRYAT DISHA - Expanding Holistic Market Access

NIRYAT DISHA sub-scheme under EPM aims at:

- Addressing non-financial trade barriers and strengthening the global presence of Indian goods and ser
- Facilitate compliance with global standards, international quality norms, and expand strategic marke buyer–seller meets, trade fairs, exhibitions, and promote access to overseas warehousing facilities

Trade Regulations, Accreditation & Compliance Enablement (TRACE)

Support for Testing, Inspections & Certifications for global market access.

Market Access Support (MAS)

Expanding MSME reach through exhibitions, fairs, Buyer Seller Meets, Reverse Buyer Seller Meets

Facilitating Logis Overseas Wareh Fulfilment (FLOW

Support for overseas wa faster exports.

Logistics Interventions For Freight & Transport (LIFT)

Freight Support for inland costs for exports from low-export intensive regions.

Integrated Support For Trade Intelligence & Facilitation (INSIGHT)

Trade Intelligence, Digital tools and data-driven export support.

01 - Market Access Support

Objective

Support for conducting market access activities to **develop, expand, and sustain internati** allowing for **market diversification** and **international visibility**

Eligibility-

- EPCs/Commodity Boards
- Departments/Organization/Associations recommended by Central and State Governments,
- Indian Missions abroad
- Other Industry Associations recommended by the Sub-Committee & Empowered Committee
- Preferential Support for **Priority Sector**

Support Provided -

- For Buyer Seller Meets/Trade Delegation – up to **₹5 crore per eve Delegation Size : 50)**
- For Reverse Buyer Seller Meet – up **per event (Minimum Delegation size**
- **Airfare support** for MSMEs for Fairs/Trade Delegations
- Preferential Support (80:20 compared **Priority Sector**

02 - Trade Regulations, Accreditation & Compliance Ena (TRACE)

Objective

Provide financial support to exporters to meet **international Testing, Inspection, Certificat conformity requirements.**

Eligibility

- **MSME Exporters** with a **valid IEC** and a **valid MSME Udyam Registration Number**
- Support for the notified **positive list of certifications**
- Higher support shall be provided to the notified **priority positive list of certifications**

Maximum Support

- **Positive List: 60%** of the actual co or **₹25 lakh,** whichever is lower.
- **Priority List: 75%** of the actual cos or **₹25 lakh,** whichever is lower.
- Annual Cap: **₹25 lakh per exporte**

03 - Facilitating Logistics, Overseas Warehousing & Fulf (FLOW)

Objective

To mitigate logistics & warehousing constraints for Indian exporters and **enable access storage, distribution, fulfilment** centres.

Eligible Entities

- Export Promotion Councils, Commodity Boards
- Logistic, Warehousing & Fulfilment service providers
- Industry Associations
- Organisations recommended by Centre/State government

Support (up to a period of maximu

- **Overseas Warehousing Facilit**

  ₹10 crore or 30% of project cost
- **Overseas Fulfilment Arrangem**

  of ₹5 lakh per month or 30% of proj
- **Display/Market Access Facilitie**

  ₹5 crore or 30% of project cost
- **E-Commerce Export Hubs(EC**

  of ₹10 crore or 30% of project cost

04 - Logistics Interventions For Freight & Transport (LIF

Objective

To **mitigate geographical disadvantages and inland connectivity gaps** faced by hinterl
by providing support for reducing transportation/logistics costs

Eligibility

- All **MSME exporters of notified eligible products** from the **notified districts**
- Shipment of export from MSME premises to
  - **Inland Container Depots (ICDs), Container Fright Stations (CFSs), Sea Ports, Air Cargo Complex (ACC)**
- Shipment through **Rail or Road**
- Shipment through **Air** allowed for **certain regions**

Maximum Support

- Support Up to **30% of actual cos**

  availing eligible transport services
- Cap: **₹20 lakh per exporters** per **fi**

05 - Integrated Support For Trade Intelligence & Facilitat (INSIGHT)

Objective

To strengthen exporter preparedness and develop institutional support systems by **information asymmetries and capacity gaps**

Beneficiaries

- All Exporters
- Transport and logistics service providers
- All other stakeholders engaged in export ecosystem

Eligibility - private & government entities

Maximum Support

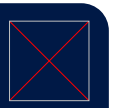
- **Modules & Toolkits:** Up to 50% (max ₹15 la
- **Training / Capacity Building:** 50% (max ₹25
- **District & Cluster Facilitation:** 50% (max ₹5
- **Research, Innovation & Pilots:** 50% (max ₹
- **Trade Intelligence & Analytics:** 50% (max ₹

Government entities may receive up to 100% project cost.

NIRYAT DISHA - Procedure for Application

LIFT & TRACE

Process for filing Intent to Claim (IC) & Reimbursement Claim (RC)



The process consists of following stages:

Stage: 1

Intent-to-Claim (IC): To be filed before obtaining EXIM related services

Stage: 2

Reimbursement Claim (RC): After export completion, submit application tagging relevant IC(s) with:

- Invoice and proof of payment
- Supporting documents
- Self-certification - non-duplication of benefits

MAS, FLOW & INSIGH

Process for obtaining Assistance Proposal-based Interventions

The process consists of following stag

Stage: 1

Apply on trade.gov.in unc component

Stage: 2

Proposals are forwarded Division, which will be ev inputs from all concerne

Stage: 3

Proposals are forwarded Committee for recomme

Stage: 4

Proposals are forwarded Committee for final appr

*Due to pilot implementation applications for some interventions is being solicited through google forms



Thank you

Types of Export Factoring Offered

S. No.	Different types of factoring offered	Meaning
1	**Recourse Factoring**	• Recourse factoring allows exporter to sel factoring company while still retaining res any invoices that remain unpaid. If a importer) fails to pay, you are required to factoring company or replace the unpai another of equal or greater value.
2	**Non-Recourse Factoring**	• Non-recourse factoring transfers t non-payment from exporter to the factorin customers (or, importers) fail to pay thei factoring company absorbs the financial l

Positive List of Testing, Inspections & Certifications Eligible under Support for TRACE

Sl. No.	Country / Geography	Certification / Authority	Sector / Product Coverage	Indicativ
1	United States	**FDA – United States Food and Drug Administration**	Medical devices, food products, pharmaceuticals	US
2	United States	**FCC – Federal Communications Commission**	Wireless devices, electronic equipment	US
3	United States	**CPSC – Consumer Product Safety Commission**	Consumer goods, toys, children's products	
4	United States	**OSHA – Occupational Safety and Health Administration Compliance**	Workplace safety equipment	
5	European Union (EU)	**CE – Conformité Européenne Marking**	Electronics, machinery, medical devices, toys, PPE	U
6	European Union (EU)	**REACH – Registration, Evaluation, Authorisation and Restriction of Chemicals**	Chemicals, textiles, consumer goods	
7	European Union (EU)	**RoHS – Restriction of Hazardous Substances Compliance**	Electrical and electronic equipment	Inclu
8	China	**CCC – China Compulsory Certification**	Electronics, automotive parts, machinery	US
9	United Arab Emirates	**ECAS – Emirates Conformity Assessment Scheme**	Regulated consumer products, electronics	US
10	United Arab Emirates	**EQM – Emirates Quality Mark**	Consumer products, building materials	US
11	Singapore	**Enterprise Singapore Certification (formerly SPRING Singapore)**	Electronics, food, consumer products	
12	Japan	**PSE – Product Safety Electrical Appliance & Material Mark**	Electrical appliances and components	
13	Japan	**JIS – Japanese Industrial Standards Certification**	Industrial products, machinery	
14	Saudi Arabia	**SABER / SASO – Saudi Standards, Metrology and Quality Organization Certification**	Consumer products, electronics	US
15	South Korea	**KC – Korea Certification Mark**	Electronics, telecom, consumer products	US

Positive List of Testing, Inspections & Certifications Eligible under Support for TRACE

Sl. No.	Country / Geography	Certification / Authority	Sector / Product Coverage	Indicative
16	Australia / New Zealand	**RCM – Regulatory Compliance Mark**	Electrical and electronic products	USD
17	Global	**ISO – International Organization for Standardization (ISO 9001 / 14001 / 22000)**	Quality, environment, food safety	USD
18	Global	**HACCP – Hazard Analysis and Critical Control Points Certification**	Food and agri-products	USD
19	Global	**IEC – International Electrotechnical Commission Testing & Certification**	Electrical & electronic equipment	
20	Global	**TBT/SPS Testing – Technical Barriers to Trade / Sanitary and Phytosanitary Compliance Testing**	Agri, food, chemicals, textiles	
21	Global	**SQF – Safe Quality Food Certification**	Agri & processed food	
22	Global	**BRCGS – Brand Reputation through Compliance Global Standards**	Food processing & packing	
23	Global	**FSSC 22000 – Food Safety System Certification 22000**	Food manufacturing	
24	Global	**IFS – International Featured Standards Certification**	Food supply chain	
25	Global	**GLOBALG.A.P – Global Good Agricultural Practices Certification**	Agri, aquaculture	
26	Global	**Rainforest Alliance Certification**	Banana, cocoa, coffee, tea	
27	Global	**ASC – Aquaculture Stewardship Council Certification**	Aquaculture	
28	Global	**MSC – Marine Stewardship Council Certification**	Seafood	
29	Global	**BAP – Best Aquaculture Practices Certification**	Aquaculture	
30	Global/US	**SA – Social Accountability Audit**	Food & non-food	
31	Global	**SMETA – Sedex Members Ethical Trade Audit**	Ethical supply chains	
32	Europe / North America	**DEMETER Biodynamic Certification**	Biodynamic farming	
33	Global	**Fair for Life Fair Trade Certification**	Fair trade agri	
34	Global	**Fairtrade Certification (FLO – Fairtrade Labelling Organizations)**	Agri products	
35	Europe	**Naturland Organic Certification**	Ecological agri	

Priority Sectors under MAS

S.No.	Priority Sectors
1	Agriculture, Food and Marine products
2	Handicrafts, Handlooms, Carpets, AYUSH and GI Tagged goods
3	Leather, Sports Goods, Toys
4	Stone, Silk, Wool, Jute and Minor Forest Produce
5	Telecom, Defence and emerging technology sectors
6	Tourism and Hospitality Services
7	Wellness and Medical Value (Healthcare) Services
8	Transport and Logistics Services
9	Accounting and Finance Services
10	Audio Visual services
11	Legal Services
12	Communication Services,
13	Construction and related Engineering Services,
14	Environmental Services
15	Financial Services
16	Education Services

FLOW - Definitions

- **Overseas Warehousing Facility** means a facility located outside India used for s fulfilment, returns processing, or distribution of exported goods, whether owned/lea through third-party arrangements.

- **Overseas Fulfilment Arrangement** means a contractual arrangement enabling exporters local storage, last-mile delivery, customer service, or returns management in a foreign mar

- **Display or Market Access Facility** means a physical overseas facility used for pro sampling, buyer interaction, or consolidated showcasing of Indian products, without involvi to final consumers.

- **E-commerce Export Hubs** means a dedicated zones created to facilitate cross-borde exports by providing integrated logistics, regulatory, and compliance services at a single lo

Integrated Support For Trade Intelligence & Facilitation (INSIGHT)

List of Eligible Entities

- Export Promotion Councils (EPCs) & Commodity Boards under Appendix 2T, Foreign T (FTP)
- Department of Commerce offices & agencies (incl. regional offices)
- Ministry of External Affairs (MEA) & Indian Missions abroad
- Organisations/associations recommended by Ministry of MSME or MEA
- Academic/research institutions recognised under Central/State Acts or UGC
- District & State Export Promotion Committees (DEPCs/SEPCs) under the framework o Exports Hubs
- Organisations/associations recommended by Central or State Government