



Export Promotion Mission



Export Promotion Mission: Empowering MSMEs for Global 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 PRO TSAHAN

Driving Trade Finance Access



NIRYAT DISHA

Expanding Holistic Market Access

Export Promotion Mission: Game Changer for MSMEs

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



Whole-of-Government Convergence

unified, whole-of-government approach with all relevant Ministries as core stakeholders, enabling faster decisions, coordinated delivery, and accountable outcomes.



Finance Access Bridge

Directly addresses access-to-finance constraints by strengthening interest support, collateral enablement and credit facilitation, especially for MSMEs and first-time exporters.



Overall Export Push

Prioritises labor-intensive sectors with a clear focus on low-export intensity districts, driving decentralized export growth where it is most needed.



Standards and Compliance Enablement

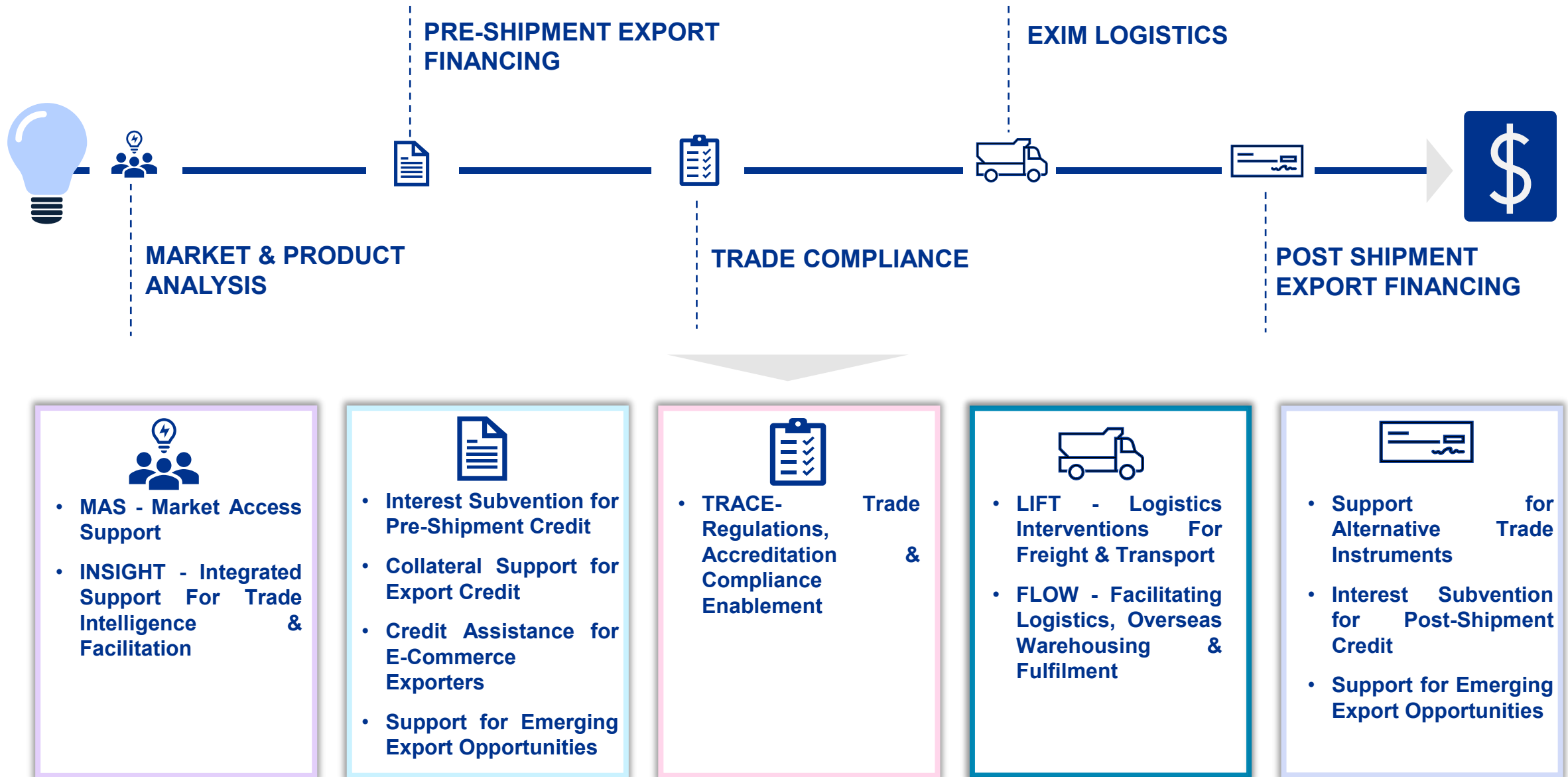
Supports in meeting international standards by easing compliance costs and improving standards readiness, reducing rejection risks and improving buyer confidence.



Market Linkages

Institutionalises structured buyer connect and market access pathways, so capable producers translate into consistent export orders, not one-off shipments.

EPM Support in the Exporter's Journey – Interventions





NIRYAT PROTSAHAN - Driving Trade Finance Access

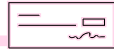


NIRYAT PROTSAHAN, sub-scheme under EPM aims to:

- ❑ Bridge trade finance gap by providing MSME exporters with timely, affordable and diversified credit instruments.
- ❑ It combines interest subvention, collateral guarantee, credit enhancement, risk-sharing and alternative trade finance 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.



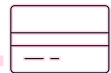
Support for Alternative Trade Instruments

Factoring solutions for faster, flexible export funding.



Credit Assistance for E- Commerce Exporters

Dedicated credit access tailored to MSME e-commerce exporters.



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-Shipment Export Credit

Objective

Reduce the cost of **pre- and post-shipment export credit** for **MSME exporters** to improve 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% subvention** on the interest cost.
- **Subvention Limit: ₹50 lakhs** per exporter

02 - Collateral Support for Export Credit

Objective

Facilitates **collateral-free access to formal credit** for MSME exporters, by providing credit guarantee 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 % guarantee coverage.**
- **Medium Enterprise: 65% guarantee coverage.**
- **Maximum Guarantee Limit: ₹10 Crore** per exporter

03 - Support for Alternative Trade Instruments (Export Factoring)

Objective

Promote **export factoring** as an **affordable** and accessible instrument for **MSMEs** for **unlocking** their **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% subvention** on the interest cost for export factoring.
- **Type of Factoring:** **Recourse** and **Non-recourse** factoring
- **Currency:** Factoring in **₹** and freely convertible **foreign currency supported**
- **Subvention Limit:** **₹50 lakhs** per IEC

04 - Credit Assistance for E-Commerce Exporters

Objective

Credit facility for **working capital needs of e-commerce exporters at lower cost** for exports through 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 Facility: Up to 90% of guarantee cover capped at ₹50 Lakh**
- **Overseas Inventory E-Commerce Credit Facility: Up to 75% of guarantee cover capped at ₹5 crore**
- **Interest Subvention of 2.75% on eligible financing capped at ₹15 lakh per applicant per year.**

05 - Support for Emerging Export Opportunities

Objective

To enable Indian MSMEs to expand into new, or high-risk markets through **access to shared-risk** and **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 transaction value** based on **a risk model**.
- **Maximum Liability Permissible (MLP):**
 - Country caps - 15%
 - Exporter-wise exposure cap - 5%
 - Transaction-wise exposure cap - 1%
 - Issuing bank-wise exposure cap - 10%

NIRYAT PROTSAHAN - Procedure for Application

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

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 at 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 exporters based on the due diligence
- Lending institutions/factors submit the claim to the implementing agency as per the 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 services.
- ❑ Facilitate compliance with global standards, international quality norms, and expand strategic market access through 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 Logistics, Overseas Warehousing & Fulfilment (FLOW)

Support for overseas warehouses for 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 international markets** 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 Fairs/Trade Delegation – up to **₹5 crore per event (Minimum Delegation Size : 50)**
- For Reverse Buyer Seller Meet – up to **₹10 crore per event (Minimum Delegation size : 100)**
- **Airfare support** for MSMEs for BSM/Trade Fairs/Trade Delegations
- Preferential Support (80:20 compared to 60:40) for [Priority Sector](#)

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

Objective

Provide financial support to exporters to meet **international Testing, Inspection, Certification** and other **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 cost net of taxes or **₹25 lakh**, whichever is lower.
- **Priority List: 75%** of the actual cost net of taxes, or **₹25 lakh**, whichever is lower.
- Annual Cap: **₹25 lakh per exporter**.

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

Objective

To mitigate logistics & warehousing constraints for Indian exporters and **enable access to overseas 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 maximum 3 Years) -

- Overseas Warehousing Facility: Lower of ₹10 crore or 30% of project cost
- Overseas Fulfilment Arrangements: Lower of ₹5 lakh per month or 30% of project cost
- Display/Market Access Facilities: Lower of ₹5 crore or 30% of project cost
- E-Commerce Export Hubs(ECEH): Lower of ₹10 crore or 30% of project cost

04 - Logistics Interventions For Freight & Transport (LIFT)

Objective

To **mitigate geographical disadvantages and inland connectivity gaps** faced by hinterland exporters 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 cost incurred** for availing eligible transport services
- Cap: **₹20 lakh per exporters** per financial year

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

Objective

To strengthen exporter preparedness and develop institutional support systems by **addressing 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 lakh)
- **Training / Capacity Building:** 50% (max ₹25 lakh)
- **District & Cluster Facilitation:** 50% (max ₹50 lakh)
- **Research, Innovation & Pilots:** 50% (max ₹25 lakh)
- **Trade Intelligence & Analytics:** 50% (max ₹25 lakh)

Government entities may receive up to 100% of the approved 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 & INSIGHT,

Process for obtaining Assistance for Proposal-based Interventions

The process consists of following stages:

Stage: 1

Apply on trade.gov.in under eligible component

Stage: 2

Proposals are forwarded to EPM Division, which will be evaluated basis inputs from all concerned committees

Stage: 3

Proposals are forwarded to Sub Committee for recommendation

Stage: 4

Proposals are forwarded to Steering Committee for final approval



Thank you

Types of Export Factoring Offered

S. No.	Different types of factoring offered	Meaning
1	Recourse Factoring	• Recourse factoring allows exporter to sell invoices to a factoring company while still retaining responsibility for any invoices that remain unpaid. If a customer (or, importer) fails to pay, you are required to reimburse the factoring company or replace the unpaid invoice with another of equal or greater value.
2	Non-Recourse Factoring	• Non-recourse factoring transfers the risk of non-payment from exporter to the factoring company. If customers (or, importers) fail to pay their invoices, the factoring company absorbs the financial loss.



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

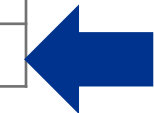
Sl. No.	Country / Geography	Certification / Authority	Sector / Product Coverage	Indicative Cost (as per inputs)
1	United States	FDA – United States Food and Drug Administration	Medical devices, food products, pharmaceuticals	USD 35,000 – 50,000
2	United States	FCC – Federal Communications Commission	Wireless devices, electronic equipment	USD 9,000 – 23,000
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	USD 500 – 64,000
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	Included within CE costs
8	China	CCC – China Compulsory Certification	Electronics, automotive parts, machinery	USD 8,000 – 19,000
9	United Arab Emirates	ECAS – Emirates Conformity Assessment Scheme	Regulated consumer products, electronics	USD 6,000 – 15,000
10	United Arab Emirates	EQM – Emirates Quality Mark	Consumer products, building materials	USD 5,000 – 10,000
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	USD 3,000 – 10,000
15	South Korea	KC – Korea Certification Mark	Electronics, telecom, consumer products	USD 5,000 – 15,000

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

Sl. No.	Country / Geography	Certification / Authority	Sector / Product Coverage	Indicative Cost (as per inputs)
16	Australia / New Zealand	RCM – Regulatory Compliance Mark	Electrical and electronic products	USD 2,000 – 10,000
17	Global	ISO – International Organization for Standardization (ISO 9001 / 14001 / 22000)	Quality, environment, food safety	USD 3,000 – 15,000
18	Global	HACCP – Hazard Analysis and Critical Control Points Certification	Food and agri-products	USD 2,000 – 8,000
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	₹2 lakh
22	Global	BRCGS – Brand Reputation through Compliance Global Standards	Food processing & packing	₹2 lakh
23	Global	FSSC 22000 – Food Safety System Certification 22000	Food manufacturing	₹2 lakh
24	Global	IFS – International Featured Standards Certification	Food supply chain	₹2 lakh
25	Global	GLOBALG.A.P – Global Good Agricultural Practices Certification	Agri, aquaculture	₹50,000
26	Global	Rainforest Alliance Certification	Banana, cocoa, coffee, tea	₹50,000
27	Global	ASC – Aquaculture Stewardship Council Certification	Aquaculture	₹2 lakh
28	Global	MSC – Marine Stewardship Council Certification	Seafood	₹2 lakh
29	Global	BAP – Best Aquaculture Practices Certification	Aquaculture	₹50,000
30	Global/US	SA – Social Accountability Audit	Food & non-food	—
31	Global	SMETA – Sedex Members Ethical Trade Audit	Ethical supply chains	₹50,000
32	Europe / North America	DEMETER Biodynamic Certification	Biodynamic farming	₹2 lakh
33	Global	Fair for Life Fair Trade Certification	Fair trade agri	₹2 lakh
34	Global	Fairtrade Certification (FLO – Fairtrade Labelling Organizations)	Agri products	₹2 lakh
35	Europe	Naturland Organic Certification	Ecological agri	₹2 lakh

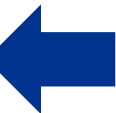
Priority Sectors under MAS

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 storage, order fulfilment, returns processing, or distribution of exported goods, whether owned/leased/accessed through third-party arrangements.
- **Overseas Fulfilment Arrangement** means a contractual arrangement enabling exporters to undertake local storage, last-mile delivery, customer service, or returns management in a foreign market.
- **Display or Market Access Facility** means a physical overseas facility used for product display, sampling, buyer interaction, or consolidated showcasing of Indian products, without involving retail sales to final consumers.
- **E-commerce Export Hubs** means a dedicated zones created to facilitate cross-border e-commerce exports by providing integrated logistics, regulatory, and compliance services at a single location.



Integrated Support For Trade Intelligence & Facilitation (INSIGHT)

List of Eligible Entities



-  Export Promotion Councils (EPCs) & Commodity Boards under Appendix 2T, Foreign Trade Policy (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 of Districts as Exports Hubs
-  Organisations/associations recommended by Central or State Government

