

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
RAJYA SABHA**

**UNSTARRED QUESTION NO. 1975.
TO BE ANSWERED ON FRIDAY, THE 17TH MARCH, 2023.**

PROMOTION OF E-COMMERCE

1975 SHRI IRANNA KADADI:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) the steps taken by Government for the promotion of export through the e-commerce industry;
- (b) whether Government has established any policy for improving the quality of Indian products for selling in foreign countries, if so, the details thereof;
- (c) whether Government provides leniency for exporting the goods to other countries, if so, the details thereof; and
- (d) steps taken by Government for the promotion of GI products in foreign countries?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a): Government has taken various steps for the promotion of export through e-commerce which are as follows:
- i. Central Board of Indirect Taxes & Customs (CBIC) has digitized import and export clearances of courier parcels through the implementation of Express Cargo Clearance System (ECCS) at all major International Courier Terminals (ICTs) viz. Delhi, Mumbai, Bangalore, Chennai, Ahmedabad, Kolkata, Cochin, Hyderabad and Jaipur. The Courier Imports and Exports (Electronic Declaration and Processing) Regulations, 2010 enables the electronic processing and clearances of courier imports and exports.
 - ii. With the issue of the Notification No. 57/2022-Customs (NT) and Circular 09/2022-Customs both dated 30th June 2022, e-commerce exports of jewellery have been further facilitated in compliance to the budget announcement of 2022 for providing a simplified regulatory framework for e-commerce exports of jewellery.
 - iii. Exports by Post Regulations, 2018 and Circular 14/2018-Customs both dated 04.06.2018 were issued in order to facilitate exports by postal route and specifically give a fillip to the global outreach of Indian exports via e-commerce (more so to the small & medium enterprises) through Foreign Post Offices.

vi In order to leverage the vast network of post offices across the country and enable MSMEs to export to global markets using e-commerce or other regular channels, CBIC in collaboration with Department of Post has notified the Postal Exports (Electronic Declaration and Processing) Regulations, 2022 on 09.12.2022. Under these regulations the exporter need not visit a Foreign Post Office (FPO) to present export parcel. The exporters can file the declaration electronically from their home/office and hand over the export parcel to postal authorities at a nearby booking post office. Circular No. 25/2022-Customs dated 09.12.2022 and Circular No. 06/2023-Customs dated 01.03.2023 have also been issued in this regard.

iv. Certain direct tax concessions have been provided for promotion of exports under the Income-tax Act, 1961, such as:

Section 10AA of the Act provides 15-year tax benefit to a unit established in a Special Economic Zone under the SEZ Act, 2005 which begins to manufacture or produce articles or things or provide any services on or after 01.04.2005. The deduction is available for units that begin such manufacturing/production before 01.04.2020, which has been extended to 30.09.2020 by the Taxation and Other Laws (Relaxation and Amendment of Certain Provisions) Act, 2020, and is allowed in the following manner:

first 5 years – 100% of export profits;
next 5 years – 50% of export profits;
next 5 years – 50% of the export profits if the same are ploughed back into the business for the purposes of acquiring machinery or plant.

vi. Department of Posts introduced International Tracked Packet Service (ITPS), a competitive service with tracking in 2017-18 to meet the requirements of cross border e-Commerce exporters. The service was available for 15 countries of Asia-Pacific which has been extended to United States of America (USA) in 2022.

vii. A scheme to set up Dak Ghar Niryat Kendras (DNKs) at identified post offices in the districts having export potential has been approved in order to promote commercial exports, including e-commerce; by online filing of electronic postal bill of export for customs clearance and booking of shipments of Small Exporters, MSMEs etc. Implementation has been initiated from 2022-23.

(b): Standards National Action Plan (SNAP) 2022 – 27 has been launched to serve as strong foundation for standardization to meet the emerging technologies and concerns of sustainability and climate change.

(c): Foreign Trade Policy 2015-20 and other schemes such as Exports from India Scheme, Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption & Remission Schemes etc. provide promotional measures to boost India's exports with the objective to offset infrastructural inefficiencies and associated costs involved to provide exporters a level playing field.

(d): Following steps have been taken by Government for promotion of GI products in foreign countries:

- i. The Agricultural and Processed Food Products Export Development Authority (APEDA) has taken initiative to promote products having registered geographical indications (GI) in India by organizing Virtual Buyer Seller Meets on Agricultural and Food products GI with UAE, USA and Qatar in association with the Indian Missions.
- ii. APEDA organized GI Mango Promotion Programme and Tasting Event in Belgium in association with Embassy of India, Brussels on 17th June, 2022. APEDA also facilitated GI Mango promotion programme at Copenhagen-Denmark in association with Embassy of India at Copenhagen.
- iii. APEDA facilitated export of GI Products to different destinations. Notable shipments of GI products in 2021 included export of Naga Mircha (King Chilli) from Nagaland to UK, Black Rice from Manipur to the United Kingdom, Assam Lemon to the United Kingdom and Italy, three GI varieties of Mango (Fazli, Khirsapati, and Laxmanbhog) from West Bengal and one GI variety of Mango (Zardalu) from Bihar to Bahrain and Qatar.
- iv. APEDA organized in-store promotional programmes in importing countries in association with foreign retailers to enhance exports.
- v. Department for Promotion of Industry and Internal Trade (DPIIT) organized the “India Geographical Indications (GI) Fair 2022” from 26th - 28th August, 2022 through Export Promotion Council for Handicrafts (EPCH) at India Expo Centre & Mart, Greater Noida, to promote GI products in India and abroad.
- vi. DPIIT recently set up a pavillion for GI products in India International Trade Fair (IITF), Delhi from November 14th to 27th, 2022.
- vii. DPIIT organized various GI Promotion Programmes/Exhibitions/Conferences/Buyer Seller Meets/Workshops with focus on GI Products to boost its sale in India as well abroad.
