

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

RAJYA SABHA
UNSTARRED QUESTION No. 2129
ANSWERED ON 13/12/2024

DEVELOPMENT OF TRADE CONNECT E-PLATFORM

2129. SHRI V.VIJAYASAI REDDY:

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

- (a) the specific features and functionalities that the proposed trade connect e-platform offer to India exporters, MSMEs, and entrepreneurs;
- (b) the criteria used by Government to identify districts with healthy export growth;
- (c) whether there are any plans to extend similar support to districts with lower export performance to boost their growth; and
- (d) whether the platform will include features to support women entrepreneurs and MSMEs, particularly in licensing concessions by Department for Promotion of Industry and Internal Trade (DPIIT), if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) Directorate General of Foreign Trade(DGFT) has launched the Trade Connect e-platform (<https://trade.gov.in>) to provide trade-related information to existing and aspiring Indian exporters. This platform also serves as an online hub for integrating efforts from the Department of Commerce, Indian Missions abroad, Export Promotion Councils, Commodity Boards, and other organisations to deliver comprehensive support to Indian exporters, in the form of information, answering queries and online services such as issuance of Certificate of Origin. Some of the key services available on the platform include:

- (i) Trade Agreements and Tariff Explorer - Helps exporters understand Free Trade Agreements (FTAs) and tariff benefits for Indian products under India's FTAs.
- (ii) Product and Country Guides - Provides insights into top markets, certification requirements, non-tariff barriers, and other product-specific details, including state-specific export data.

- (iii) Trade Events Worldwide - Lists details of trade shows and events held in India and globally.
- (iv) Global E-Commerce Guide - Offers information on top countries, product categories, and platforms for cross-border e-commerce.
- (v) Ask an Expert - Allows Indian businesses to resolve trade-related queries with subject matter experts.
- (vi) EXIM Paathshaala - Features educational content and videos on various aspects of international trade.
- (vii) Source from India - Enables recognized exporters to create profiles for discoverability by international buyers.

(b) & (c) Under the Districts as Export Hubs (DEH) initiative by DGFT, export promotion activities have been decentralized to actively involve districts in driving export growth. The focus is on leveraging each district's natural competitive advantages to promote identified products and services. These products and services have been identified based on inputs from states and stakeholders. So far, 734 districts have had their export potential mapped, with efforts underway to cover the remaining districts. Notably, export promotion measures under the DEH initiative are being implemented across all districts in India.

An institutional mechanism has been established in all States and Union Territories through the formation of the State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) at the district level. Under this initiative, District Export Action Plans have been prepared for 590 districts, with efforts underway for the remaining ones. These plans identify bottlenecks in the export supply chain and propose interventions to address gaps, focusing on the support needed by MSME exporters and manufacturers to produce and brand identified products for global markets.

To further promote exports, the DGFT is actively fostering cross-border e-commerce by engaging with stakeholders to onboard new exporters, support first-time exporters, and assist MSME producers in entering the global market. Efforts include capacity-building sessions, training on packaging, branding, marketing, and workshops for MSMEs.

A complete list of all state-wise districts and the identified products/services under the Districts as Export Hubs initiative is available under the "Districts As Export Hubs" section on the DGFT Website (<https://dgft.gov.in>).

(d) The Trade Connect e-platform provides information accessible to all Indian exporters, including women entrepreneurs and MSMEs. At present, the platform offers the Certificate of Origin service.
