

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

RAJYA SABHA
UNSTARRED QUESTION NO. 539
ANSWERED ON 07/02/2025

INDIA'S EXPORT POTENTIAL THROUGH TARGETED STRATEGIES

539. SHRI MANOJ KUMAR JHA:

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

- (a) whether Government has identified new potential markets for Indian exports beyond traditional markets, if so, the details thereof;
- (b) the measures undertaken to stay updated on evolving global market dynamics and adapt export strategies, accordingly;
- (c) whether Government has formulated customized export promotion strategies for target markets, if so, the details thereof; and
- (d) the steps taken to monitor and evaluate the outcomes of trade promotional activities, including participation in international trade fairs and buyer-seller meets?

ANSWER

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

(a) It is the constant endeavour of the Government to enhance Indian exports including by diversifying export markets while maintaining strong ties with traditional markets. Key initiatives to boost Indian exports include the provision of export incentives, organization of trade promotional events, streamlining trade processes through digital platforms, and the negotiation of Free Trade Agreements (FTAs) to expand market access. Export performance is continuously monitored, with corrective actions implemented through Commodity Boards and Authorities, Export Promotion Councils, commercial wings of Indian Missions and other relevant bodies. Moreover, the Foreign Trade Policy is designed to integrate India more effectively into the global market, improve trade competitiveness, and establish the country as a reliable and trusted trade partner.

(b) A comprehensive, whole-of-government approach has been adopted to stay abreast of global market trends and develop export strategies accordingly. This includes the dynamic and responsive Foreign Trade Policy (FTP) designed to address emerging challenges, negotiating Free Trade Agreements (FTAs), utilizing trade intelligence and analytics to identify emerging trends, and collaborating with Export Promotion Councils (EPCs) to address issues such as non-tariff measures (NTMs) faced by exporters. Furthermore, the Department is working closely with the commercial wings of Indian Missions to analyse country-specific trade dynamics.

(c) & (d) The Department has identified key countries of significance and focus sectors in both goods and services that represent a substantial share of global imports and India's exports, while also offering significant potential for further growth. In collaboration with all the relevant stakeholders, the Department develops from time to time targeted export promotion strategies for these high-potential markets and sectors.

The Government in association with Export Promotion Councils, Commodity Boards and Authorities and Industry Associations continuously works on export promotion through participation in overseas exhibitions, trade delegations, organising exports event in India and abroad and works through commercial wings of Indian Missions for greater market access for Indian exports. Moreover, the Market Access Initiative (MAI) Scheme promotes Indian exports by providing opportunities at international events and helping exporters explore new markets. Events are approved through a three-tier process, involving the Empowered Committee, Territorial Divisions, and Indian Missions abroad. Grantees must submit outcome reports within 15 days. Monitoring measures include displaying beneficiary details online, ensuring participant quality, and third-party impact evaluations. The Empowered Committee oversees the scheme's progress, sets guidelines, and funds are released through the PFMS portal, with agencies also registered on the NGO Darpan Portal.
