

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT OF COMMERCE  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 3241**  
ANSWERED ON 20/03/2026

**TARGETS SET UNDER EXPORT PROMOTION MISSION**

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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) measurable export growth targets set under the Export Promotion Mission (EPM) for the financial years 2025-26 to 2030-31;
- (b) whether the integration of schemes like the Interest Equalisation Scheme and the Market Access Initiative has improved efficiency and reduced duplication;
- (c) State-wise and sector-wise details of the funds allocated under Niryat Protsahan and Niryat Disha;
- (d) manner in which Niryat Disha strengthens compliance with international quality standards and technical regulations in key export markets; and
- (e) strategies Export Promotion Mission will adopt to enhance India's competitiveness in emerging sectors such as e-commerce exports, green products and high-value manufacturing?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY

(SHRI JITIN PRASADA)

(a) The Export Promotion Mission (EPM) aims to strengthen India's export competitiveness through targeted financial and trade facilitation interventions. The Mission adopts an outcome-based framework with measurable indicators such as enhanced participation of Micro, Small and Medium Enterprises (MSMEs) in exports, diversification of export markets and products, improved access to trade finance, reduction in logistics and compliance costs, and strengthened integration of districts and clusters into global value chains.

(b) The Mission seeks to rationalise and consolidate elements of earlier export promotion initiatives such as the erstwhile Interest Equalisation Scheme (IES) and Market Access Initiative (MAI) under the integrated framework of Niryat Protsahan and Niryat Disha. This approach reduces fragmentation and overlaps by providing a unified digital interface for application, sanction, implementation, monitoring and facilitating coordinated delivery through common institutional mechanisms and enabling outcome-based deployment of public

resources.

(c) The Mission follows a demand-driven approach and support is extended to eligible exporters across all States and Union Territories based on scheme guidelines and utilisation patterns. The overall approved outlay under the Mission for the period FY 2025–26 to FY 2030–31 is as follows:

Sub-Scheme	Budgetary Outlay for FY 2025-2026 to FY 2030-2031
Niryat Protsahan	₹10,402 crore
Niryat Disha	₹14,659 crore
Total	₹25,060 crore

(d) The Niryat Disha sub-scheme of the Mission strengthens exporters' compliance with international quality standards and technical regulations through targeted support measures. This includes support for testing, inspection and certification costs support for addressing non-tariff measures (NTMs), including sanitary and phytosanitary (SPS) measures and technical barriers to trade (TBT); export quality capacity-building; and facilitation of market access initiatives. These interventions will be implemented in a transparent manner through a digital platform and in coordination with Export Promotion Councils and Indian Missions abroad.

(e) The Export Promotion Mission seeks to enhance India's competitiveness in emerging sectors through a range of financial and trade facilitation measures. These include support for cross-border e-commerce exports, including access to working capital through dedicated credit assistance for e-commerce exporters, support for E-Commerce Export Hubs in India & overseas warehousing and logistics infrastructure; and facilitation of alternative trade finance instruments such as export factoring and collateral guarantees for exporters. The Mission also supports exporters in meeting sustainability and certification requirements relevant to green goods, while enabling high-value manufacturing sectors to strengthen export branding, compliance, and market access.

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