

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

LOK SABHA
UNSTARRED QUESTION No. 3763
ANSWERED ON 12/08/2025

NIRYAT DISHA INITIATIVE

3763. Smt. Smita Uday Wagh:
Smt. Mahima Kumari Mewar:
Shri Khagen Murmu:

Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government has conducted any evaluation of the operational effectiveness and market outreach capacity of the “Driving International Holistic Market Access” (NIRYAT DISHA) initiative since its launch;
- (b) if so, the details thereof along with the key achievements of the initiative and specific instances where it has enabled Indian businesses, especially MSMEs, to expand into international markets and boost exports, with examples from Maharashtra;
- (c) the measures being undertaken to enhance NIRYAT DISHA’s capabilities through integration of advanced technologies such as Artificial Intelligence, blockchain and real-time trade intelligence systems;
- (d) the total number of businesses that have benefitted under the initiative, including those from Jalgaon Lok Sabha constituency, and the type of market access support provided; and
- (e) the safeguards in place to ensure data privacy, prevent misuse of trade-related information, and maintain the integrity of exporters' business data?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

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

(a) to (e) The NIRYAT DISHA is a sub-scheme under the proposed Export Promotion Mission (EPM) Scheme, which is currently at the proposal stage and has not yet been formally launched. Thus the question of its evaluation regarding the operational effectiveness and market outreach capacity does not arise.
