

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 853
TO BE ANSWERED ON: 24.07.2025

EXPORT PROMOTION MISSION

853. SHRI MADDILA GURUMOORTHY:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the details of role of the Ministry of MSME in the implementation of the Export Promotion Mission announced in the Union Budget 2025-26;
- (b) whether any MSME units in Andhra Pradesh especially from Tirupati district have been identified for support under this Mission, if so, the details thereof;
- (c) if not, the reasons therefor and the corrective measures taken/being taken for inclusion thereunder;
- (d) whether the MSMEs in Tirupati have received assistance related to export credit, cross-border factoring or help in overcoming non-tariff barriers in overseas markets and if so, the details thereof; and
- (e) the steps taken to ensure equitable access for MSMEs from Tier-2 and SC/ST-dominated regions like Tirupati?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) to (e): The Export Promotion Mission, announced in the Union Budget 2025-26, is driven jointly by the Ministries of Commerce and Industry, Ministry of Micro, Small and Medium Enterprises, and Ministry of Finance to enhance export competitiveness by facilitating improved access to export credit, enabling cross-border factoring, and assisting MSMEs in addressing non-tariff barriers in global markets. Department of Commerce is the lead department for the Mission.

The Ministry's primary role is that the Mission's key objectives, i.e. improving access to export credit, enabling cross-border factoring, and assisting with non-tariff barriers, are effectively targeted and implemented to benefit Micro, Small, and Medium Enterprises across the country.

Additionally, Government has undertaken other initiatives across the country to boost exports by MSME, including the following:

: 2 :

- I. International Cooperation Scheme of Ministry of MSME provides financial assistance to MSMEs for participation in international trade fairs and exhibitions. The details of MSMEs of Andhra Pradesh supported during last two years under International Cooperation Scheme are given below:-

Financial Year	Amount released (in rupees)	Number of supported MSMEs
2023-24	9,31,127	5
2024-25	6,76,026	2

- II. The Directorate General of Foreign Trade (DGFT) is piloting the E-Commerce Export Hubs (ECEHs) to assist MSMEs and traditional artisans in expanding their exports through e-commerce. These hubs aim to streamline regulatory and logistics processes by providing end-to-end support for cross-border e-commerce exports, including faster clearance and simplified returns management.
