

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
STARRED QUESTION No. 345
ANSWERED ON 17/03/2026

EXPORT PROMOTION MISSION

*345. DR. NISHIKANT DUBEY:
SHRI KHAGEN MURMU:

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

- (a) the details of the measurable export growth targets that have been set under the Export Promotion Mission for the period from Financial Year 2025–26 to Financial Year 2030–31;
- (b) whether consolidation of schemes such as the Interest Equalisation Scheme and Market Access Initiative has improved efficiency and reduced overlap, if so, the details thereof;
- (c) the allocation of funds under Niryat Protsahan and Niryat Disha, State-wise and sector-wise;
- (d) the manner in which Niryat Disha strengthens compliance with international quality standards and technical regulations in key export markets; and
- (e) the manner in which the Export Promotion Mission aims to enhance India's competitiveness in emerging sectors such as e-commerce exports, green goods, and high-value manufacturing.

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में मंत्री (श्री पीयूष गोयल)
THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY OF PART (a) to (e) OF LOK SABHA STARRED QUESTION NO. 345 FOR ANSWER ON 17TH MARCH 2026 REGARDING “EXPORT PROMOTION MISSION”

(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, including financial support mechanisms and market access programmes, such as the erstwhile Interest Equalisation Scheme (IES) and the 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 and monitoring, facilitating coordinated delivery through common institutional mechanisms and enabling outcome-based deployment of public resources.

(c) The Mission follows a demand-driven approach and does not prescribe state-wise or sector-wise allocations. 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:

Sl no	Sub-Scheme	Budgetary Outlay for FY 2025-2026 to FY 2030-2031
1	Niryat Protsahan	₹10,402 crore
2	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.