

GOVERNMENT OF INDIA

MINISTRY OF EXTERNAL AFFAIRS

LOK SABHA

UNSTARRED QUESTION NO - 1050

ANSWERED ON - 24/07/2026

EXPORT PROMOTION THROUGH INDIAN MISSIONS

1050: SHRI K E PRAKASH:

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether the Ministry has undertaken any assessment of the role played by Indian Missions and Posts abroad in promoting exports from labour-intensive sectors such as textiles, handlooms, garments, spices and agro-based products, including those products originating from export-oriented districts such as Erode in Tamil Nadu and if so, the details thereof;

(b) the details of trade promotion and market facilitation initiatives, trade-promotion activities, buyer-seller engagements and sector-specific outreach programmes facilitated by Indian Missions abroad for products originating from MSME and export-oriented clusters; and

(c) whether the Ministry, in coordination with the Ministry of Commerce and Industry and other concerned Ministries, has engaged with foreign

Governments and international institutions to address non-tariff barriers, sanitary and phytosanitary requirements, sustainability standards and other market-access challenges affecting Indian exports and if so, the details and outcomes thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS

(SHRI PABITRA MARGHERITA)

(a & b) Yes. Ministry regularly assesses the work including the commercial/trade promotion activities by Indian Mission/Posts abroad. Facilitating exports including from labour-intensive sectors such as textiles, handlooms, garments, spices and agro-based products from States across the country is one of the key functions of Missions/Posts. The Commercial Wings of the Missions facilitate participation of Indian exporters and the Export Promotion Councils in international trade fairs, organise buyer-seller meets, roadshows and provide market information. They also address trade enquiries of Indian exporters, including the MSMEs, as well as disseminate information on trade opportunities, tenders and regulatory requirements. Under the newly launched Export Promotion Mission (EPM), five high-level workshops were organised for

the Heads of Missions (HOMs) and Commercial Representatives (CR) to strengthen coordination and ‘whole of nation approach’ in export promotion work by the Missions/Posts abroad. The Ministry, in coordination with the Ministry of Textiles is also helping promotion of textiles and handlooms exports in focus countries. It is also facilitating marketing of ODOP products through various initiatives, the primary beneficiaries of which are the rural artisans and the MSMEs.

(c) The Ministry and its Missions/Post abroad, coordinate with the Department of Commerce and other concerned Ministries, State Governments, Export Promotion Councils and trade bodies in engaging foreign Governments and international bodies on matters of non-tariff barriers, market-access requirements, sanitary and phytosanitary (SPS) measures, and technical barriers to trade (TBT). They also provide regular updates to the concerned authorities and relevant stakeholders in India on evolving standards and regulatory frameworks in foreign countries. These aim to safeguard and expand market access for Indian exports on a continuing basis.