

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION No. 238
ANSWERED ON 21/07/2026

MEASURES TO PROMOTE E-COMMERCE EXPORTS

238. SMT. RACHNA BANERJEE:

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

- (a) whether the government has introduced new measures to promote e-commerce exports by Micro, Small & Medium Enterprises (MSMEs) and startups, if so, the details thereof;
- (b) the details of reforms made in courier export procedures and customs clearances;
- (c) the number of MSMEs that have benefited from these initiatives during the last two years;
- (d) the steps being taken to increase India's share in global e-commerce exports?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री जितिन प्रसाद)
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) to (d) The Government has undertaken various policy and facilitation measures to promote cross-border e-commerce exports, particularly for Micro, Small and Medium Enterprises (MSMEs), startups, artisans and other small exporters. Key initiatives include:

- (i) The Export Promotion Mission (EPM), with an approved outlay of ₹25,060 crore for the period 2025–31, comprises sub-schemes Niryat Protsahan, aimed at improving access to trade finance for MSMEs, and Niryat Disha, focused on strengthening other export enablers. Interventions under EPM to specifically promote e-commerce exports include:
 - Provision of an Export Credit Facility for E-Commerce Exports to improve access to trade finance.
 - Facilitating Logistics, Overseas Warehousing and Fulfilment initiative to strengthen logistics and fulfilment capabilities of e-commerce exporters in overseas markets.
 - Partial reimbursement of mandatory international certifications required for exports to help MSMEs meet destination-country standards and technical regulations.
- (ii) Implementation of the E-Commerce Export Hub (ECEH) initiative on a pilot basis to create an integrated ecosystem for e-commerce exports by facilitating logistics, customs clearances and other export-related services.

- (iii) Leveraging the Districts as Export Hubs (DEH) initiative to promote greater participation of district-level producers, MSMEs and startups in global markets through digital channels.
- (iv) Enabling exports through courier mode to avail benefits under the Remission of Duties and Taxes on Exported Products (RoDTEP), Rebate of State and Central Taxes and Levies (RoSCTL) and Duty Drawback schemes vide CBIC Notification No. 60/2024-Customs (N.T.) and Circular No. 15/2024-Customs, both dated 12 September 2024.
- (v) The Government has undertaken the following reforms to facilitate exports through courier mode and simplify related procedures:
 - The Reserve Bank of India (RBI) has relaxed export reconciliation requirements for small-value exports up to ₹10 lakh by permitting closure of export transactions in the Export Data Processing and Monitoring System (EDPMS) on the basis of declarations furnished by exporters and reconciliation undertaken by banks.
 - The per-consignment value limit of ₹10 lakh for exports through courier mode has been removed vide DGFT Notification No. 67/2025-26 and CBIC Notification No. 34/2026.
 - CBIC Notification No. 33/2026 has been issued to facilitate re-import of export rejects and returns, thereby simplifying reverse logistics for cross-border e-commerce exports.

The above initiatives are aimed at expanding participation of MSMEs and small exporters in cross-border e-commerce by reducing logistics and compliance barriers and improving access to export-related services.

The Government is pursuing a multi-pronged strategy to promote cross-border e-commerce exports by strengthening export infrastructure, improving access to global markets and facilitating the integration of MSMEs and district-level producers into international value chains.
