

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION No.3742
ANSWERED ON 11/08/2026

PROMOTION OF EXPORTS FROM MSMEs AND SHGs

3742. MS. PRANITI SUSHILKUMAR SHINDE

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

- (a) the initiatives undertaken by the Government to promote exports from Micro, Small and Medium Enterprises (MSMEs) and Self-Help Groups (SHGs), including support for market access, capacity building and branding;
- (b) the details of schemes and programmes aimed at integrating MSMEs and SHGs into global value chains and cross-border e-commerce platforms;
- (c) whether any assessment has been conducted on the contribution of MSMEs and SHGs to India's export performance, along with challenges faced by them in accessing international markets; and
- (d) the steps taken or proposed to enhance export competitiveness of MSMEs and SHGs, including financial assistance, digital enablement, and simplification of export procedures?

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 Export Promotion Mission, announced in the Union Budget 2025-26 and approved by the Union Cabinet in November 2025 with an outlay of over ₹25,000 crore for the period 2025-26 to 2030-31, is being jointly implemented by the Department of Commerce, Ministry of MSME and Ministry of Finance. The Mission proposes to address the challenges faced by MSME exporters in accessing international markets by way of extending support for access to trade finance capacity enablement through support for market access, capacity building, and quality certifications.

EPM operates through two integrated sub-schemes:

- i. Niryat Prothsahan: Focused on expanding access to affordable trade finance through instruments such as Interest Subvention for pre- and post-shipment export credit, Export Factoring support, Collateral Guarantees for export credit, Credit Guarantee for e-commerce exporters, and Credit Enhancement support for the MSME exporters.

- ii. Niryat Disha: Focused on critical non-financial trade enablers, including export quality and compliance support, logistics and overseas warehousing, Market Access Support, global branding and packaging, Facilitating Logistics Interventions for Freight & Transport, support for trade intelligence and capacity building activities.

Under the Developing Districts as Export Hub (DEH) initiative, exportable products (including agricultural and MSME/artisanal products) have been identified across districts of the country. The institutional architecture includes State Level Export Promotion Committees, District Export Promotion Committees. The capacity building programs under the DEH initiative are aimed at creating linkages between district-level producers, including MSME clusters, SHGs and e-commerce exporters to global markets by leveraging the interventions of EPM. Outreach programs are held in collaboration with e-commerce platforms to on-board producers to e-commerce platforms and enter international markets.

Under EPM, support is extended to eligible entities involved in setting up overseas warehousing facility, overseas fulfilment centres, display facilities and e-Commerce Export Hubs (ECEH). E-Commerce exporters are also provided credit guarantee cover for credit availed by them for exports to global markets through postal or courier or holding inventory in ECEHs, overseas warehouses for e-commerce sales.

The Government has taken steps to promote exports of products made by SHGs, including:

- SARAS Aajeevika Melas to showcase SHG products having export potential to prospective international buyers.
- Capacity building through training on product quality, design, packaging and international market requirements, along with facilitation of certifications such as ISO, organic and Fair Trade, and support for collaborative export consortia among SHG federations.
- The Government, through the National Handloom Development Programme (NHDP), organises domestic and international marketing events for handloom and handicraft artisans, many of whom are organised as SHGs/producer collectives.

Periodic stakeholder consultations and continuous assessment of implementation challenges are undertaken through interactions with exporters, Export Promotion Councils, industry associations and State Governments.

The Ministry of Micro, Small and Medium Enterprises (MSME) has established 65 Export Facilitation Centers (EFCs) in its field offices across the country with the aim of providing requisite mentoring and handholding support to MSMEs in exporting their products and services. EFCs support MSME exporters by providing comprehensive assistance across key areas. These include dissemination of information on export-related schemes and benefits, training and workshops on export compliance, handholding in export documentation and procedures, engagement with industry associations, State Governments, and Central Government Departments to facilitate MSMEs.
