GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 761
TO BE ANSWERED ON: 23.07.2026

EXPORT PROMOTION MISSION

761. SHRI EATALA RAJENDER:

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

(a) whether the Government has launched a comprehensive series of support measures for exporters, particularly focusing on Micro, Small and Medium Enterprises (MSMEs) and first-time exporters, through a Rupees 25,060 crore Export Promotion Mission (EPM) for the period 2025-2031 with key initiatives that include the Market Access Support (MAS) scheme, increased credit guarantees and specialized aid for sectors affected by global trade disruptions; and

(b) if so, the details and the present status thereof?

ANSWER

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

(a) and (b): The Union Cabinet approved the Export Promotion Mission (EPM) on 12th November 2025 with the objective of strengthening India's export competitiveness and providing targeted support to exporters in global markets, with a particular focus on Micro, Small and Medium Enterprises (MSMEs). The Mission operates through two integrated sub-schemes:

a. Niryat Protsahan focuses on improving access to affordable trade finance for MSMEs through a range of instruments such as interest subvention, export factoring, credit guarantee and credit enhancement support for diversification into new markets.
b. Niryat Disha focuses on non-financial enablers that enhance market readiness and competitiveness, including export quality and compliance support, assistance for international branding, packaging, and participation in trade fairs, export warehousing and logistics, inland transport reimbursements, and trade intelligence and capacity-building initiatives.

EPM is anchored in a collaborative framework involving the Department of Commerce, Ministry of MSME, Ministry of Finance, and other key stakeholders, including Financial Institutions, Export Promotion Councils, Commodity Boards, industry associations, and state governments.

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