

EXPORT PROMOTION MISSION

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The Export Promotion Mission, announced in the Union Budget 2025-26, is driven jointly by the Ministries of Commerce and Industry, Ministry of Micro, Small and Medium Enterprises, and Ministry of Finance to enhance export competitiveness by facilitating improved access to export credit, enabling cross-border factoring, and assisting MSMEs in addressing non-tariff barriers in global markets. Department of Commerce is the lead department for the Mission.

The Ministry's primary role is that the Mission's key objectives, i.e. improving access to export credit, enabling cross-border factoring, and assisting with non-tariff barriers, are effectively targeted and implemented to benefit Micro, Small, and Medium Enterprises across the country.

Additionally, Government has undertaken other initiatives across the country to boost exports by MSME, including the following:

1. International Cooperation Scheme of Ministry of MSME provides financial assistance to MSMEs for participation in international trade fairs and exhibitions. The details of MSMEs of Andhra Pradesh supported during last two years under International Cooperation Scheme are given below:-

Financial Year	Amount released (in rupees)	Number of supported MSMEs
2023-24	9,31,127	5
2024-25	6,76,026	2

1. The Directorate General of Foreign Trade (DGFT) is piloting the E-Commerce Export Hubs (ECEHs) to assist MSMEs and traditional artisans in expanding their exports through e-commerce. These hubs aim to streamline regulatory and logistics processes by providing end-to-end support for cross-border e-commerce exports, including faster clearance and simplified returns management. This information was given by the Minister of State for Micro, Small and Medium Enterprises, Smt. Sushri Shobha Karandlaje, in a written reply in the Lok Sabha today.

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