

# EXPORT COMPETITIVENESS OF MSMEs

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The Government implements several schemes and initiatives to boost competitiveness of MSMEs to increase exports. Some of which are:

1. The Rebate of State and Central Levies and Taxes (RoSCTL) Scheme to promote labour-oriented certain items of textiles sector export has been implemented since March 07, 2019. Remission of Duties and Taxes on Exported Products (RoDTEP) scheme has been implemented since April 01, 2021. Districts as Export Hubs initiative had been launched by identifying products with export potential in each district, addressing bottlenecks for exporting these products and supporting local exporters/manufacturers to generate employment in the district. A Common Digital Platform for Certificate of Origin has been launched to facilitate trade and increase Free Trade Agreement (FTA) utilization by exporters. The International Cooperation (IC) Scheme facilitates MSMEs to participate in international fairs/exhibitions which give exposure to global market ecosystem, create network. The IC Scheme also has the Capacity Building for First Time Exporters component which facilitates MSEs for registration with various Export Promotion Councils for membership, Export Insurance Premium and fees towards Testing & Quality Certification for products and services. Under the MSME Champions Scheme, MSME-Sustainable (ZED) Certification Scheme, MSME-Competitive (LEAN) Scheme and MSME-Innovative Scheme (Incubation, Design & Intellectual Property Rights) provides holistic support to enable MSMEs to become globally competitive. 65 Export Facilitation Centres (EFCs) have been established to support promotion of export for MSME. These EFCs disseminate information on various schemes and assist MSME in export.

The Trade Enablement and marketing Initiative (TEAM) Scheme supports onboarding Micro and Small Enterprises (MSEs) onto the Open Network for Digital Commerce (ONDC) network. The initiative aims to empower 5 lakh MSEs with a special focus on ensuring at least 50% of the beneficiaries are women-owned enterprises. The TEAM scheme provides assistance in digital catalogue creation; account management etc. and also facilitates linkages with Seller Network Participants (SNPs) to promote market access and help MSEs thrive in digital economy.

National Small Industries Corporation (NSIC)'s e-Country Pavilion on MSME Global Mart fosters international trade partnerships by connecting Indian MSMEs with global markets. It serves as a virtual gateway for cross-border commerce, showcasing trade opportunities, product categories, expanded market access and bilateral trade data between India and partner countries.

The Trade Connect e-Platform is an information and intermediation platform for international trade, bringing together Indian Missions Abroad and officials from Department of Commerce and other organisations to provide comprehensive services for both new and existing exporters.

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 Rajya Sabha today.

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