

Ministry of MSME implements various initiatives to support enterprises and boost competitiveness in domestic and international markets

Export Promotion Mission (EPM) provides a comprehensive and digitally driven framework for export promotion

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As per the available information, the share of export of MSME specified products in total merchandise exports of India is as follows:

Year	% share of export of MSME related products in total merchandise exports of India
2022-23	43.59%
2023-24	45.74%
2024-25	48.55%

Government has undertaken the following initiatives to support Micro, Small and Medium Enterprises (MSMEs) and boost their competitiveness in domestic and international markets:

- i. Technology Centres across the country, provide technological support to MSMEs across various sectors. To augment the network and increase outreach of existing MSME Technology Centres in the country, Government is implementing a scheme namely, “Establishment of New Technology Centres/ Extension Centres” for establishing 20 Technology Centres (TCs) and 100 Extension Centres (ECs).
- ii. Government periodically assesses the extent of digital adoption among MSMEs, covering aspects such as e-commerce platforms, digital accounting, supply chain digitization, and participation in platforms like the Government e-Marketplace (GeM) and Open Network for Digital Commerce (ONDC) through Trade Enablement and Marketing (TEAM) scheme through independent evaluation studies.

- iii. Government is implementing targeted schemes to promote technological upgradation and adoption of advanced, green and efficient technologies by MSMEs. Under the Micro and Small Enterprises - Green Investment and Financing for Transformation (MSE-GIFT) Scheme, concessional institutional finance is provided for adoption of clean and energy-efficient technologies, including renewable energy solutions, through 2% interest subvention.
- iv. Comprehensive GST rationalisation recently done by Government will strengthen MSMEs fortifying local supply chains in critical sectors like automobiles, textiles, food processing, logistics, and handicrafts. Lower GST rates have made raw materials and services more affordable, motivating small and medium enterprises and start-ups to scale up operations, invest in innovation, and compete both domestically and globally.
- v. Credit Guarantee Scheme for Exporters has also been approved to provide 100% credit guarantee coverage by National Credit Guarantee Trustee Company Limited (NCGTC) to Member Lending Institutions (MLIs) for extending additional collateral free credit facilities up to Rs.20,000 crore to eligible exporters, including MSMEs. The Scheme is expected to enhance the global competitiveness of Indian exporters and support diversification into new and emerging markets.
- vi. International Cooperation Scheme aims to build capacity of MSMEs by facilitating their participation in international exhibitions/fairs/conferences/seminar/buyer-seller meets abroad as well as reimbursement of various costs involved in exports.
- vii. Export Promotion Mission (EPM) seeks to provide a comprehensive, flexible, and digitally driven framework for export promotion, with a total outlay of Rs.25,060 crore for FY 2025–26 to FY 2030–31. EPM marks a strategic shift from multiple fragmented schemes to a single, outcome-based, and adaptive mechanism that can respond swiftly to global trade challenges and evolving exporter needs.

The Export Promotion Mission will operate through two integrated sub-schemes:

- NIRYAT PROTSAHAN – focuses on improving access to affordable trade finance for MSMEs through a range of instruments such as interest subvention, export factoring, collateral guarantees, credit cards for e-commerce exporters, and credit enhancement support for diversification into new markets.
- 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.

This information was given by the Minister of State for Micro, Small and Medium Enterprises Sushri Shobha Karandlaje in a written reply in Rajya Sabha today.

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