



DGFT Connects DPIIT-Recognised Startups to Global Trade Ecosystem via 'Source from India' Feature

Start-Ups To Receive Dedicated "Start-Up Badge" On Official Buyer Discovery Platform

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In a major step towards promoting innovation-led exports and strengthening India's global trade ecosystem, the Directorate General of Foreign Trade (DGFT), Department of Commerce, has expanded the eligibility criteria for the "Source from India" service on the Trade Connect ePlatform to include eligible DPIIT-recognised Start-ups.

The decision, notified through a Trade Notice no. 16 dated August 06, 2026 issued today, aims to provide greater international visibility to India's growing start-up ecosystem by enabling innovative exporters to showcase their products and capabilities on the Government's official digital buyer discovery platform.

Trade Connect, launched by the Department of Commerce, serves as a one-stop digital interface connecting Indian exporters with trade-related services and institutional support. One of its flagship features, "Source from India," enables eligible exporters to create dedicated digital microsites that allow international buyers to discover reliable Indian suppliers and connect with them directly.

Under the revised framework, with effect from August 06, 2026, DPIIT-recognised Start-ups meeting the existing eligibility criteria under "Source from India" will be able to create their microsites on the platform and will be identified through a unique Start-up Badge, making them easily discoverable by overseas buyers.

Further, to encourage early-stage exporters, a special onboarding provision has also been introduced. DPIIT-recognised Start-ups possessing an active Import Export Code (IEC) that is not in the Denied Entity List (DEL) will also be eligible to create their profiles on "Source from India", even if they do not presently fulfil the standard export performance criteria. Their onboarding will be subject to verification through the DGFT IEC database.

The initiative is expected to significantly strengthen the participation of innovation-driven enterprises in international trade by providing them with enhanced visibility on an official Government platform. It is also expected to support export diversification, promote technology-led products and services, and reinforce India's emergence as a global hub for innovation and entrepreneurship.

Start-up users already registered on Trade Connect whose accounts are linked to eligible IECs will automatically receive the option to create their "Source from India" microsites from their dashboard. A detailed user guide has also been issued to facilitate seamless registration and profile creation.

The revised framework builds upon the earlier expansion of "Source from India", under which all valid IEC holders meeting the prescribed export realisation criteria became eligible to join the platform. By extending the initiative to India's start-up ecosystem, the Government seeks to create new opportunities for innovative enterprises to access global markets while further strengthening India's export competitiveness.

About Trade Connect ePlatform

Trade Connect is the Government of India's integrated digital platform designed to provide exporters with access to trade-related information, services, market intelligence and institutional support through a single interface. Its flagship "Source from India" feature serves as an official digital marketplace where international buyers can identify verified Indian exporters, view their product offerings and business credentials, and establish direct business connections.

Link to the notification

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