4. Export Promotion Mission (EPM)- Economy

The Government has approved the Export Promotion Mission (EPM) with ₹25,060 crore to boost exports, especially for MSMEs and labour-intensive sectors

Export Promotion Mission (EPM) – Expanded Analysis

Introduction and Strategic Context

The Export Promotion Mission (EPM) is a six-year, mission-mode initiative designed to strengthen India's export ecosystem by combining fiscal, financial, regulatory, and technological interventions. It aims to address systemic bottlenecks—credit constraints, compliance burdens, NTBs, high logistics costs—while positioning India to expand its share in global trade amid rising protectionism and volatile supply chains. The initiative is aligned with India's goal of achieving a USD 2 trillion export target in the long term.

Time Span and Coverage

Duration- FY 2025–26 to FY 2030–31 (six years).

Designed as a medium-term, phased programme that allows progressive reform, sectoral corrections, and constant alignment with global trade dynamics.

Institutional Architecture

Ministries and Key Stakeholders

Department of Commerce (lead coordinating body)

Ministry of MSME, supporting small exporters lacking scale and financial muscle. Ministry of Finance, enabling credit access and regulatory adjustments. Export Promotion Councils (EPCs) for sector-specific coordination. Commodity Boards, particularly for agriculture and plantation commodities

Financial institutions, including banks, NCGTC, factoring agencies. State governments, integrated through State Export Promotion Committees

Implementing Agency

Directorate General of Foreign Trade (DGFT) will implement EPM through- A dedicated digital platform. Integration with existing systems like ICEGATE, eBRC, GSTN, and the Indian Customs EDI system. This creates a paperless, single-window interface for exporters.

Two Integrated Sub-Schemes under EPM

Niryat Protsahan (Financial Support Architecture)

This sub-scheme focuses on reducing credit constraints and improving exporters' financial resilience.

Key Components

Credit Guarantee Scheme for Exporters (CGSE)- 100% credit guarantee coverage by NCGTC. Reduces lending risk for banks and lowers credit costs.

₹20,000 crore additional credit window - Open to eligible exporters, especially MSMEs and labour-intensive sectors.

Collateral-free lending- Enhances liquidity, allowing exporters to scale production, adopt new technologies, and meet large orders.

Strengthening export factoring- Supports cross-border receivables financing, improving cash flow for MSMEs operating in long credit-cycle markets.

Niryat Disha (Non-Financial, Capacity-Building and Market Support)

This sub-scheme addresses structural and market-side barriers.

Key Components

Addressing Non-Tariff Barriers (NTBs)- Funding support for international certifications, testing labs, conformity assessments, SPS/TBT compliance. Targets NTBs imposed by EU, US, East Asia—especially in textiles, leather, food products, pharmaceuticals, and marine exports.

Market Acquisition & Branding- Support for participation in international trade fairs, buyer–seller meets, sector branding exercises. Assistance for packaging upgrades to meet global sustainability and labelling norms.
Logistics Cost Reduction- Facilitation support for multimodal logistics, warehousing access, consolidation hubs, cold chain optimisation. Aligns with PM Gati Shakti and National Logistics Policy objectives.
Trade Facilitation and Digital Compliance- Simplified documentation. Real-time grievance redressal through DGFT portal.
Priority Sectors under EPM
The mission prioritises sectors affected by global tariff escalations, supply chain disruption, and trade remedial actions, including- Textiles and apparel, Leather and footwear, Gems & jewellery, Engineering goods, Marine and aquaculture products
These sectors are labour-intensive, face high NTBs, and hold strong potential for export-led growth.
RBI's Complementary Trade Relief Measures
The Mission works alongside RBI-led regulatory measures intended to improve export liquidity and ease of doing business.
These include- Extended export credit timelines, Relaxation in pre-shipment/post-shipment credit norms. Greater flexibility in factoring and receivables financing. Simplification of foreign exchange procedures
Expected Synergies with EPM- Lower cost of capital for exporters, Faster clearance of export receivables, Improved working capital management, Better risk mitigation for MSMEs, Reduced compliance burden through harmonised exchange control regulations

Expected Outcomes and Economic Impact

Strengthened MSME Export Ecosystem- Improved credit availability, Enhanced compliance readiness, Reduced vulnerability to global tariff and NTB shocks
Boost to India's Export Competitiveness- Logistics efficiency and faster market access, Adoption of global quality, safety, and sustainability standards, Better branding leading to higher price realisation
Digital-First Trade Governance- Seamless integration of export services, Improved transparency and data-driven policymaking, Predictable and faster administrative approvals
Long-Term Structural Benefits- Diversified export basket, Enhanced participation in global value chains (GVCs), Strengthened resilience to global economic cycles

Conclusion

The Export Promotion Mission represents a transformative effort to unify India's export ecosystem under a coherent, technology-driven, and mission-oriented framework.
By integrating- fiscal incentives, financial facilitation, digital governance, and regulatory flexibility, the Mission seeks to position India as a more competitive and reliable global supplier in the coming decade. Its design particularly empowers MSMEs—India's major employment generators—to overcome structural barriers that have historically constrained export growth.
Source- https-//www.pib.gov.in/PressNoteDetails.aspx?NoteId=156349&ModuleId=3&reg=3&lang=1