1. Market Access Support (Mas)- Economy

Government Launches Market Access Support Intervention under Export Promotion Mission to Strengthen Global Market Access for Indian Exporters. The Government of India has launched the Market Access Support (MAS) Intervention under the ₹25,060 crore Export Promotion Mission (EPM) to enhance global competitiveness for Indian exporters, especially MSMEs. Implemented under the NIRYAT DISHA sub-scheme, it digitalizes export promotion processes and mandates 35% MSME participation in supported international trade events.

Market Access Support (MAS) Intervention & Export Promotion Mission (EPM)

1. Introduction and Context

Launch Authority- The Government of India launched the Market Access Support (MAS) Intervention.
Parent Mission- This intervention falls under the broader Export Promotion Mission (EPM).
Cabinet Approval- In November 2025, the Union Cabinet approved the EPM with a significant financial outlay of ₹25,060 crore.
Primary Goal- The overarching objective is to enhance India's export competitiveness on the global stage.

2. About Market Access Support (MAS) Intervention

Core Purpose and Framework

Objective- The scheme is designed to improve (accessing and expanding) international market access for Indian exporters.
Target Group- While open to all, there is a particular focus on exporters from priority sectors.
Institutional Positioning- MAS is a component of the NIRYAT DISHA sub-scheme under the Export Promotion Mission.

Implementation Structure

It is a collaborative effort involving multiple stakeholders to ensure comprehensive support-
Government Bodies- Department of Commerce, Ministry of MSME, and Ministry of Finance.
Global Network- Coordinated with Indian Missions abroad.
Industry Bodies- Export Promotion Councils (EPCs), Commodity Boards, and other industry associations.

3. Key Components of MAS Intervention

Market Access Activities

The intervention provides financial and institutional support for various export activities-
Buyer-Seller Meets (BSMs)- Facilitating direct interactions between exporters and foreign buyers.
International Trade Fairs- Supporting participation in global exhibitions.
Mega Reverse Buyer-Seller Meets (RBSMs)- Bringing international buyers to India.
Trade Delegations- Organizing delegations to priority and emerging export markets.

Strategic Planning and Inclusive Growth

Long-term Planning- Implementation of a rolling calendar of 3–5 years for approved market access events to ensure continuity and predictability.
MSME Mandate- To promote inclusive growth and new market exploration, the intervention mandates a minimum of 35% participation by MSMEs in the supported events.

Financial Incentives and Support

Support for Small Exporters
Eligibility- Small exporters with an annual export turnover of up to ₹75 lakh.
Benefit- They receive partial airfare support to encourage physical participation in international events.
Cost-Sharing- Financial support ceilings for events have been rationalized, with preferential support provided to priority sectors and markets.

Digitalization and Transparency

Platform- All processes are to be digitalized through the trade.gov.in platform.

Scope of Digitalization- Includes event listing, proposal submission, approvals, participant onboarding, and fund release.
Goal- To ensure transparency and ease of access for all stakeholders.

Feedback and Refinement

System- An online feedback mechanism has been established for exporters participating in events.
Data Points- Captures data on buyer quality, business leads, and market relevance to continuously refine the intervention.

4.Future Plans for MAS

Proofs-of-Concept- A new component will be introduced to support product demonstrations to potential overseas buyers.
Focus- This will specifically target technology-intensive and emerging sectors.
Enhanced Digital Tools- Phased rollout of digital tools for lead tracking, exporter follow-up, and market intelligence integration to strengthen outcome measurement.

5. About Export Promotion Mission (EPM)

Mission Objectives

Ecosystem Strengthening- Aimed at strengthening India's export ecosystem by improving overall export competitiveness.
Strategic Focus

1. MSMEs (Micro, Small and Medium Enterprises).
2. First-time exporters.
3. Labour-intensive sectors.

Paradigm Shift- EPM marks a transition from fragmented schemes to a single, adaptive mechanism designed to respond swiftly to global trade challenges and evolving exporter needs.

Integrated Sub-Schemes under EPM

Sub-Scheme	**Focus Area**	**Key Objective**
NIRYAT PROTSAHAN	Trade Finance	Aims to improve access to affordable trade finance for MSMEs.
NIRYAT DISHA	Non-Financial Enablers	Focuses on market readiness, compliance support, and competitiveness enhancement. (Includes MAS Intervention).

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