



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

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Sub: Union Commerce and Industry Minister, Piyush Goyal releases 'E-Commerce Exports Handbook for MSMEs'

Dear Member,

The Hon'ble Union Minister of Commerce and Industry, Shri Piyush Goyal has released the comprehensive "E-Commerce Exports Handbook for MSMEs" ([download](#)), prepared by DGFT in New Delhi on 28.12.2023 (Press Release dtd. 28.12.2023 issued by MoC&I is [enclosed](#)).

Highlights of the Press Release are as follows:

Handbook offers a definitive guide for MSMEs to harness e-commerce platforms for expanding their exports and even provides detailed insights into strategies to promote e-commerce exports, facilitating MSMEs to venture into global markets.

-- This Handbook is a collaborative effort involving various ministries and private sector stakeholders in developing this handbook.

-- Through e-commerce, the Government's goal is to bridge the gap and connect Indian MSMEs, craftsmen, farmers, and food processors with global markets.

-- The benefit of the RoDTEP Scheme would be extended to courier and postal exports. This step should help the SME sectors to take advantage of Government schemes, thus, boosting overall export growth from the country to achieve the target of 1 trillion USD merchandise exports by 2030.

-- DGFT Regional Authorities are working to actively promote E-Commerce Exports through collaborative efforts with Customs Authorities, Department of Posts Industry Partners and Knowledge Partners, with an emphasis on creating awareness & skills, and knowledge-sharing with exporters and entrepreneurs.

-- DGFT is also working with government stakeholders to resolve payment and banking issues, Customs-related matters to provide a leveled platform to E-Commerce Exporters.

-- The Department of Commerce signed a Memorandum of Understanding (MoU) with Shiprocket to conduct export training sessions for MSMEs across India's districts.

-- An Inter-Ministerial Working Group has been constituted to address the challenges of E-Commerce Exporters and provide comprehensive solutions.

For detailed information, kindly refer to the Press Release.

Members are requested to make a note of the above.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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