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Sub: Cabinet approves Export Promotion Mission (EPM) to strengthen India's export ecosystem for MSMEs, first-time exporters and labour-intensive sectors

Dear Member,

We would like to inform you that the Union Cabinet chaired by the Hon'ble Prime Minister, Shri Narendra Modi has approved the Export Promotion Mission (EPM) — a major initiative announced in the Union Budget 2025–26 to strengthen India's export competitiveness, particularly for MSMEs, first-time exporters and labour-intensive sectors. The EPM is a forward-looking plan to make India's export system more benefiting everyone, digital and globally competitive, supporting the goal of building a developed India by 2047.

The Council would like to thank the Government for approving this landmark initiative, which will go a long way in supporting exporters and strengthening India's position in global trade.

Key Features

EPM will operate through two integrated sub-schemes:

NIRYAT PROTSAHAN – Makes trade finance more affordable for MSMEs through interest support, export factoring, collateral guarantees, credit enhancement and credit cards for e-commerce exporters. Priority will be given to sectors affected by global tariff hikes such as textiles, leather, gems & jewellery, engineering goods, and marine products.

NIRYAT DISHA – Offers non-financial support like help with export quality and compliance, branding and packaging, trade fair participation, warehousing, logistics, and inland transport reimbursements.

Policy and Implementation

EPM will be jointly overseen by the Department of Commerce, Ministry of MSME, Ministry of Finance, along with financial institutions, Export Promotion Councils, industry bodies, and State Governments.

The DGFT will serve as the implementing agency, managing all schemes through a dedicated online platform.

Please note that the detailed scheme with precise guidelines specifying eligibility criteria and disbursal rules are awaited.

(Press Release dated 12.11.2025 by Ministry of Commerce & Industry is [enclosed](#))

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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