Ministry of Commerce & Industry

Department of Commerce Organises “Leveraging FTAs” Outreach Programme in Jaipur to Strengthen Export Opportunities

FTA Outreach Programme Aims to Raise Exporter Awareness and Promote Effective Utilisation of Trade Agreements

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The Department of Commerce organised an outreach programme “Leveraging FTAs – Outreach Programme” in Jaipur, Rajasthan, to create awareness about the benefits available under India’s Free Trade Agreements (FTAs) and facilitate their effective utilisation by exporters. The programme was addressed by Joint Secretary, Department of Commerce, Shri Mohit Yadav, and witnessed participation from exporters across sectors and representatives of the Government of Rajasthan, Directorate General of Foreign Trade (DGFT), Jaipur Special Economic Zone and the Gem and Jewellery Export Promotion Council (GJEPC).

The programme aimed to help Indian enterprises translate preferential market access under FTAs into export opportunities through targeted information, capacity building, practical guidance and coordination among the Department of Commerce, State Governments, industry associations and exporters.

The programme assumed significance in the context of India’s expanding engagement with the global economy. At the Bloomberg New Economy Forum in New Delhi, the Prime Minister Shri Narendra Modi stated, “Our constant endeavour is to ensure that India’s capabilities open new doors of opportunity for other countries as well.” In his Independence Day address on 15 August 2026 and on other occasions, the Prime Minister has highlighted the opportunities created by FTAs for Indian producers, farmers and micro, small and medium enterprises (MSMEs), while emphasising the importance of meeting international quality standards to access global markets.

Union Minister of Commerce and Industry Shri Piyush Goyal has emphasised the commercial opportunities from India’s FTAs. The Minister has noted that India’s agreements provide preferential access to markets accounting for a major share of global trade This will create numerous jobs and huge opportunities for farmers, women

entrepreneurs, youth, MSMEs, artisans and industry. He urged them to make use of reduced- or zero-duty access by focusing on quality. He has highlighted the new market opportunities for Indian industry and businesses opened through India's recently concluded FTAs. The objective of the outreach programme is to move beyond negotiating market access to helping enterprises actually use it, with targeted information, capacity building, practical guidance and coordination among the Department of Commerce, the State Government, industry associations and exporters.

India's exports of merchandise and services have continued to register growth. Cumulative exports during April–September 2026–27 are estimated at US$ 476.20 billion, compared with US$ 418.31 billion during the corresponding period of 2025–26, registering estimated growth of 13.84%. Major drivers of merchandise export growth in September 2026 included electronic goods, petroleum products, organic and inorganic chemicals, engineering goods, and cotton yarn, fabrics, made-ups and handloom products.

The programme provided a platform for exporters from Rajasthan to discuss opportunities under India's FTAs and the practical challenges involved in availing preferential market access. India's trade agreements and arrangements with partners, including the UAE, Australia, the European Free Trade Association (EFTA) countries and the United Kingdom, offer avenues for Indian goods and services to access overseas consumers, buyers, investors and value chains, subject to the provisions and implementation status of the respective agreements.

The discussions focused on identifying export-ready products, understanding tariff preferences and rules of origin, meeting quality and certification requirements, and strengthening connections with overseas buyers. These areas are important for enabling businesses to make effective use of the market access available under India's trade agreements.

A sector-specific presentation was delivered by Joint Director General of Foreign Trade, Jaipur, Shri Md. Moin Afaque, on export opportunities for the gems and jewellery sector under India's recently concluded FTAs. The presentation highlighted that India ranks eighth among global gems and jewellery exporters, with a 2.9% share in the US$ 1 trillion global market. It also outlined the import market opportunities available under India's new FTAs, including immediate duty-free access across tariff lines in each of the agreements, as stated in the presentation.

The presentation examined India's competitive position vis-à-vis major supplier countries and identified product categories and FTA markets where Indian exporters could benefit from tariff advantages. Emerging opportunities were highlighted in lab-grown diamond jewellery, coloured gemstones, Kundan-Meenakari heritage jewellery, smart and

wearable jewellery, recycled and ethically sourced gold jewellery, and pearl and cultured jewellery. These opportunities are particularly relevant for Rajasthan, given the State's established presence in the gems and jewellery sector.

Rajasthan has significant potential to contribute to India's export growth through textiles and garments, handicrafts, gems and jewellery, engineering goods, stone and minerals, and agricultural and processed-food products. The Rajasthan Economic Review 2024–25 outlines the State's ambition to become a US$ 350 billion economy by 2029 and achieve exports of ₹1.5 lakh crore by 2029, as envisaged under the Rajasthan Export Promotion Policy (REPP) 2024. The Rajasthan Budget 2026–27 also sets out the vision of Viksit Rajasthan @ 2047, with the goal of building a US$ 4.3 trillion economy by 2047. These objectives align with the national vision of Viksit Bharat by 2047.

FTAs can provide opportunities for Rajasthan's farmers and farmer-producer organisations (FPOs) to access new markets for eligible agricultural produce, millets, spices and processed foods, subject to food-safety, traceability and other importing-country requirements. For MSMEs and artisans engaged in textiles, handicrafts, jewellery and engineering, tariff preferences can improve price competitiveness and support participation in international supply chains. Women-led enterprises and self-help groups can benefit from export training, e-commerce and buyer linkages, while larger businesses can explore investment, technology partnerships and market diversification. The benefits available will depend on the product, partner country and applicable FTA provisions.

By connecting enterprises in Jaipur, Jodhpur, Udaipur, Bhilwara and other districts with international buyers and supply chains, the outreach programme seeks to strengthen Rajasthan's participation in global trade. Greater awareness of trade preferences, export documentation, product standards, logistics and market intelligence can help first-time exporters expand beyond domestic markets.

State Government support, along with initiatives for developing industrial areas and parks, sector-specific task forces focused on exports, and policies and schemes promoting credit facilities, financial incentives, market linkages, skill development, quality certification, technology upgradation and e-commerce, can further support entrepreneurship, employment and livelihoods. These efforts can contribute to Rajasthan's development aspirations under Viksit Rajasthan 2047 and the national vision of Viksit Bharat 2047.

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