

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 2795
TO BE ANSWERED ON 20/12/2023

e-COMMERCE EXPORT

2795. SHRI SUDHEER GUPTA:
SHRI PRATAPRAO JADHAV:
SHRI SHRIRANG APPA BARNE:
SHRI SANJAY SADASHIVRAO MANDLIK:
SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Directorate General of Foreign Trade (DGFT) is collaborating with the various e-commerce companies to leverage the Districts as Export Hubs initiative and promote e-commerce export from the country;
- (b) if so, the details thereof;
- (c) the aims and objectives of establishing Districts as Export Hubs;
- (d) whether the Government has signed any Memorandum of Understanding (MoU) with private players in this regard and if so, the details thereof; and
- (e) whether the Government has identified the districts for capacity building and hand holding sessions under the MoU and if so, the details thereof, district-wise?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

(a) to (c) The Foreign Trade Policy (FTP), 2023 aims to promote E-Commerce exports by bringing exporters under the ambit of various export promotion schemes of the Government. In line with the special emphasis laid in the FTP 2023 on e-commerce exports and leveraging the institutional mechanism created in the Districts under Districts as Export Hubs, the outreach events are being held in the districts under Districts as Export Hubs initiative with focus on promoting e-commerce exports

of the identified goods from the districts in collaboration with various stakeholders including the e-commerce platforms, various concerned central and state government departments such as the Department of Posts, Central Board of Indirect Taxes and Customs (CBIC), Banks, Ministry of Micro, Small and Medium Enterprises (MSME), Export Promotion Councils, Local Trade Associations/Chambers of Commerce, District Industries Centers, etc. The aim of these programs under the Districts as Export hubs initiative is to enable exporters/MSMEs to sell their 'Made in India' products to customers internationally, leveraging various global platforms available in other countries.

(d) & (e) To take forward the mandate under the Foreign Trade policy 2023, Directorate General of Foreign Trade (DGFT) is collaborating with the various e-commerce platforms to promote e-commerce export from the country. The core objective of this collaboration is to leverage e-commerce platforms operating in other countries to support local exporters, manufacturers, and MSMEs in India in reaching potential international buyers. Under the collaboration, Districts will be identified by various e-commerce platforms operating outside India, to undertake various capacity-building and outreach activities in collaboration with DGFT- Regional Authorities. These activities will focus on educating MSMEs on e-commerce exports and enabling them to resolve their doubts and issues in selling to customers across the world. In addition, the capacity building session will allow MSMEs to learn about imaging, digital cataloguing of their products. DGFT is under discussion with various e-commerce platforms to work in the districts to conduct these capacity building training sessions in programs organized by DGFT Regional Authorities. As part of that collaboration with various e-commerce platforms, the first MOU has been signed by DGFT with Amazon India for collaborating in 20 districts, on pilot basis (**Annexure**), while the discussion with other e-commerce platforms operating in other countries for conducting these training sessions in other districts is ongoing.

Annexure referred to in reply of Part (d) to (e) of Lok Sabha Unstarred Question No. 2795 for answer on 20.12.2023

| S. No | State / UT | Districts |
|--------------|-------------------|--------------------|
| 1 | Delhi | South West |
| 2 | Haryana | Faridabad |
| 3 | Haryana | Panipat |
| 4 | Punjab | Ludhiana |
| 5 | Uttar Pradesh | Gautam Buddh Nagar |
| 6 | Uttar Pradesh | Kanpur Nagar |
| 7 | Uttar Pradesh | Moradabad |
| 8 | Uttar Pradesh | Varanasi |
| 9 | Uttarakhand | Haridwar |
| 10 | Uttar Pradesh | Mirzapur |
| 11 | Karnataka | Bengaluru Urban |
| 12 | Telangana | Hyderabad |
| 13 | Tamil Nadu | Madurai |
| 14 | West Bengal | Howrah |
| 15 | Gujarat | Rajkot |
| 16 | Gujarat | Ahmedabad |
| 17 | Maharashtra | Pune |
| 18 | Rajasthan | Jaipur |
| 19 | Rajasthan | Jodhpur |
| 20 | Maharashtra | Kolhapur |
