

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT OF COMMERCE  
**RAJYA SABHA**  
**UNSTARRED QUESTION No. 848**  
ANSWERED ON 06/02/2026

**ROLE OF MSMEs IN STRENGTHENING EXPORT ECOSYSTEM**

848. SHRI JAGGESH:

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether it is fact that the Micro, Small and Medium Enterprises play a crucial role in strengthening India's export ecosystem;
- (b) whether Government proposes a new scheme to strengthen India's presence in global markets;
- (c) whether Government export-promotion schemes give special priority to MSMEs to enhance their global competitiveness;
- (d) whether supporting MSMEs in international trade fairs helps them access new markets and buyers;
- (e) whether the participation of MSMEs is essential for achieving diversification of India's export basket; and
- (f) if so, the details thereof?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY

(SHRI JITIN PRASADA)

**(a)** Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in India's export ecosystem amounting to 48.55% of overall merchandise exports in 2024-25, and contribute substantially across a wide range of sectors, including labour-intensive and value-added industries.

**(b) & (c)** The Union Cabinet approved the **Export Promotion Mission (EPM)** on 12 November 2025 with the objective of strengthening India's export competitiveness and providing targeted support to exporters in global markets, with special focus on **Micro, Small and Medium Enterprises (MSMEs)**. The Export Promotion Mission is structured around two integrated sub-schemes:

- **NIRYAT PROTSAHAN**, focuses on improving access to trade finance through instruments such as interest subvention, export factoring, collateral guarantee for export credit, credit for e-commerce exporters, and credit enhancement support for export diversification; and
- **NIRYAT DISHA**, focuses on other trade enablers such as export quality and compliance support, international branding and packaging, market access initiatives, export logistics & warehousing, inland transportation support and trade intelligence.

**(d) to (f)** International Trade fairs (ITF) provides exposure to Indian Business for accessing new markets and acquiring new buyers. Export Promotion Mission through the NIRYAT PROTSAHAN and NIRYAT DISHA will provide Indian businesses, especially MSMEs, better access to such trade fairs.

Under the Market Access Support intervention under EPM NIRYAT DISHA, assistance is provided to facilitate participation in international trade delegations, exhibitions and buyer–seller meets, with a view to expanding global outreach of Indian exporters, including MSMEs.

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