

# Govt rolls out 7 steps to boost exports

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The government on Friday announced seven measures, including credit assistance for e-commerce exporters and support for alternative trade instruments, to promote the country's out-bound shipments.

These measures are part of the ₹25,060 crore export promotion mission. Out of 10 components of the mission, three have already been rolled out in January.

## DIGITAL PUSH

To support exporters using digital channels, the Commerce Ministry announced credit facilities with interest subvention and partial credit guarantees.

The Direct E-Commerce Credit Facility will provide support up to ₹50 lakh with 90 per cent guarantee coverage.

The Overseas Inventory Credit Facility will extend support up to ₹5 crore with 75 per cent guarantee coverage, and an interest subven-

tion of 2.75 per cent will be available, subject to an annual ceiling of ₹15 lakh per applicant, the commerce ministry said.

To promote export factoring as an affordable working capital solution for MSMEs, an interest subvention of 2.75 per cent will be provided on the factoring cost for eligible transactions undertaken through RBI/IFSCA-recognised entities.

Assistance is capped at ₹50 lakh per MSME annually and will be processed through a digital claim mechanism to ensure transparency and timely disbursement.

To support emerging export opportunities, the Ministry said this intervention enables exporters to access new or high-risk markets through shared-risk and credit enhancement instruments such as Letters of Credit confirmation and negotiation.

For Trade Regulations, Accreditation and Compliance Enablement (TRACE), support will be extended to exporters in meeting international testing, inspections,

certifications and other conformity requirements.

## IMPORT-EXPORT CODE

Under this, partial reimbursement of 60 per cent under the Positive List and 75 per cent under the Priority Positive List will be provided for eligible testing, inspection and certification expenses, subject to an annual ceiling of ₹25 lakh per IEC (import export code).

Facilitating Logistics, Overseas Warehousing and Fulfilment (FLOW) will enable exporters to access overseas warehousing and fulfilment infrastructure, including E-Commerce Export Hubs integrated with global distribution networks, it said.

Under this, an assistance of up to 30 per cent of the approved project cost will be provided for a maximum of three years, subject to prescribed ceilings and MSME participation norms.

For exporters from north-eastern and hilly regions, Logistics Interventions for Freight and Transport (LIFT) was announced.