

Strategic Roadmap & Implementation of Export Promotion Mission (EPM) in the Leather & Footwear Sector By Council for Leather Exports (CLE)

Export Promotion Mission (EPM) launched by Directorate General of Foreign Trade (DGFT), Government of India

Scheme Outlay: Rs.25,060 Crores

Scheme Period: FY 2025-26 to FY 2030-31

About Export Promotion Mission

- The Export Promotion Mission (EPM), launched on **20th February 2026**, is a flagship initiative jointly implemented by the Department of Commerce, Ministry of MSME, and Ministry of Finance. It represents a whole-of-government effort to systematically address the structural bottlenecks faced by Indian exporters—especially Micro, Small and Medium Enterprises (MSMEs)—and to enable broad-based, inclusive and sustainable export growth.
- EPM is designed as a comprehensive, MSME-focused mission that integrates finance, compliance, logistics, and market access support into a unified framework. Its overarching objective is to unlock India's potential as a globally competitive export powerhouse by strengthening the exporter journey end-to-end
- **Structure of the Export Promotion Mission**
- EPM operates through two integrated sub-schemes:
- **NIRYAT PROTSAHAN – Driving Trade Finance Access**
- **NIRYAT DISHA – Expanding Holistic Market Access**
- Together, these sub-schemes address both financial and non-financial barriers to exports.

NIRYAT PROTSAHAN – Driving Trade Finance Access

NIRYAT PROTSAHAN focuses on bridging the trade finance gap for MSMEs by providing timely, affordable and diversified credit instruments. It integrates interest subvention, collateral guarantee, credit enhancement, risk-sharing mechanisms and alternative trade finance models, including for e-commerce exporters.

The details of various schemes are given below.

Interest Subvention Scheme on rupee export credit

- The interest subvention enables interest rate reduction for exporters on Pre Shipment Rupee Export Credit and Post Shipment Rupee Export Credit. The scheme is being operationalised through the Reserve Bank of India on a pilot basis.
- The scheme is applicable to MSME manufacturer exporters and merchant exporters (holding a valid active Importer-Exporter Code (IEC) (not suspended, cancelled or in the Denied Entity List (DEL)) and a valid MSME Udyam Registration Number) for the notified positive list of HSN six-digit tariff lines, which include HS codes under Chapter 41 (Leathers), Chapter 42 (leather products), tanned fur skins (430211, 430219, 430230), artificial fur and articles thereof (430400) and also footwear and components (Chapter 64).
- The rate of interest subvention @ 2.75 % per annum will be available on Pre Shipment Rupee Export Credit and Post Shipment Rupee Export Credit.
- An MSME exporter may receive a maximum subvention benefit of Rs 50 lakh per financial year.
- Eligible MSME entity shall, prior to applying for export credit, file an online declaration of intent to avail interest subvention. Upon submission, a Unique Identification Number (UIN) shall be generated.
- The UIN shall be electronically linked to the bank account specified by the entity in their IEC profile and shall remain valid until the end of the relevant financial year.
- Each UIN shall correspond to one lending bank. Where an MSME entity avails export credit from multiple banks, separate UINs may be generated for each such bank
- The scheme has been notified vide DGFT Trade Notice No. 20/2025-26 dated 2.1.26.

- **Updated via Trade Notice No. 13/2026-27 (14 July 2026):**
- Claim timelines extended till 31.07.2026 for Jan–Mar 2026 cases.
- UIN generation must be within 15 days of disbursal (FY 2026-27 onwards).
- Separate UINs required for pre-shipment and post-shipment credits.
- Year-specific UINs mandatory for running accounts.
- Past cases require separate auditor-certified claims.
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Collateral Support for Export Credit

- The objective is to facilitate access to formal credit for MSME exporters, especially those lacking sufficient collateral, by providing credit guarantee support
- All MSME manufacturer exporters and merchant exporters holding a valid active Importer-Exporter Code (IEC) and a valid MSME Udyam Registration Number shall be eligible to receive collateral support for export credit.
- As far as footwear and leather sector is concerned, the scheme is applicable for the notified positive list of HSN six-digit tariff lines, which include HS codes under Chapter 41 (Leathers), Chapter 42 (leather products), tanned fur skins (430211, 430219, 430230), artificial fur and articles thereof (430400) and also footwear and components (Chapter 64).
- Export credit extended by lending institutions in accordance with the Reserve Bank of India (RBI) Master Directions on Pre- and Post-Shipment Export Credit shall qualify for support under this component.
- The intervention is being operationalised through the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) on a pilot basis.
- Salient features for exporters include:
- *Credit guarantee coverage of up to 85% for Micro and Small exporters and 65% for Medium exporters, subject to notified ceilings;*
- *Maximum guarantee limit of ₹10 crore per exporter for FY 2025-26;*
- *Coverage limited to export-linked working capital credit;*
- The procedure for online filing of intent by eligible MSME exporters on the DGFT portal, including step-by-step application requirement is specified in Trade Notice No.21/2025-26 dated 2nd January 2026

Support for Alternative Trade Instruments (Export Factoring)

- This scheme aims to promote export factoring as an affordable working capital instrument for MSMEs
- Support under this Intervention shall be available in the form of interest subvention or equivalent cost support on the export factoring interest cost element, in respect of eligible export factoring transactions.
- **Eligibility:** MSME exporter, Merchandise exports under notified six-digit tariff lines (which are same as notified for collateral support scheme mentioned above) and Registered Export Factoring Firms (NBFCs).
- **Support:**2.75% subvention on factoring interest cost. Recourse and Non-recourse factoring supported. Factoring allowed in Rupees and freely convertible foreign currency. Support is to the extent of Rs. 50 lakh subvention per IEC.
- The scheme has been notified through DGFT Trade Notice No. 25/2025-26 dated 2nd February 2026.
- Eligibility : MSME Exporters (Micro, Small and Medium Enterprises) engaged in eligible merchandise exports under the notified positive list of HSN tariff lines.

Credit Assistance for E-Commerce Exporters

- Objective is to Provide lower-cost working capital for e-commerce exporters using postal, courier or overseas inventory models.
- **Eligibility:** MSME exporters with valid IEC and Udyam Registration. New exporters with at least one year domestic e-commerce turnover
- **Implementing Agency:** EXIM Bank
- **Support:** Direct E-commerce Credit: Up to 90% guarantee cover capped at ₹50 lakh. Overseas Inventory Credit: Up to 75% guarantee cover capped at ₹5 crore. 2.75% interest subvention on eligible financing capped at ₹15 lakh per applicant per year
- The beneficiary shall apply on the DGFT portal upon which it will be issued a Unique Identity Number (UIN). The beneficiary shall then refer to the UIN obtained and apply to the lending institution for financial assistance under the intervention
- This scheme has been notified vide DGFT Trade Notice No. 31/2025-26 dated 6th March 2026.

Support for Emerging Export Opportunities

- **Objective:** Enable MSMEs to expand into new or high-risk markets through shared-risk credit instruments . The list of such markets have been notified under the DGFT Trade Notice No. 32/2025-26 dated 6th March 2026.
- **Implementing agency:** EXIM Bank.
- The various non-recourse credit mechanisms supported under the Intervention include:
- (i) Stand-by Letters of Credit (SBLC)
- (ii) Risk Participation (RP)
- (iii) Irrevocable Reimbursement Undertaking (IRU)
- (iv) Letter of Credit (LC) Confirmation
- (v) Letter of Credit Negotiation
- (vi) Usance Payable at Sight Letter of Credit (UPAS LC)
- **Support:** Exim Bank may extend up to 100% cover for eligible instruments. Risk-sharing support under the intervention by way of unconditional and irrevocable guarantee shall be extended to Exim Bank in the range of 10% to 80% of the transaction value, based on score determined from the comprehensive risk model, as illustrated below, with the balance risk covered by Exim Bank / partner bank. The risk coverage will be reviewed periodically by the Sub-Committee on Trade Finance.

Risk Category	Score Range	Cover under the scheme (%)
Very High Risk	60 – 64*	80
	65-69	75
	70-74	70
	75-79	60
	80-84	50
Moderately Risk	85-89	40
	90-94	30
Low Risk	95-97	20
	98-100	10

** Transactions with a score below 60 will not be eligible for support*

Exposure Limit

- Maximum liability permissible (MLP) at any point of time for support under this Intervention will be 10 times of the corpus fund, with suitable country caps, exporter-wise exposure caps, transaction-wise exposure caps, and issuing bank-wise exposure caps,as defined below.

a) Country caps would be 15% of MLP.

b) Exporter-wise exposure cap would be 5% of the MLP.

c) Transaction-wise exposure cap would be 1% of the MLP.

d) Issuing bank-wise exposure cap would be 10% of the MLP.

Application Process under NIRYAT PROTSAHAN

- Three-stage process:
- Intent-to-Claim (IC) filed at dgft.gov.in before availing support
- Exporter shares UIN with lending institutions
- Claim Submission by lending institutions as per guidelines

NIRYAT DISHA - Expanding Holistic Market Access

(NIRYAT DISHA addresses non-financial trade barriers and strengthens India's global presence)

- **Market Access Support (MAS)**
- **Objective:** Support market development and diversification through BSMs, trade fairs, and delegations. This scheme has been notified vide Trade Notice No. 19/2025-26 dated 31st December 2025.
- **Support:** Up to ₹5 crore per event for BSM and trade delegation. Up to ₹10 crore for Reverse Buyer Seller Meet. Airfare support for MSMEs (air fare support with entities with zero export turnover in preceding year) will be 50% of economy class, subject to ceiling of Rs.80,000 for Africa, Americas and Oceania, Rs.45,000 for other markets) and for entities with export turnover upto Rs.75 lakhs, the air ticket reimbursement will be 80% of economy class, subject to ceiling of Rs.1,25,000 for Africa, Americas and Oceania, Rs.75,000 for other markets. Preferential support for priority sectors
- Leather has been notified as one of the priority sectors. For priority sectors, the Government funding will be 80%.
- **Updated via Trade Notice No. 08/2026-27 (01 July 2026):**
- Minimum delegation size reduced to 25 participants.
- Refund clause: advance grants refunded within 15 days if event cancelled, else 10% interest applies.

NIRYAT DISHA - Expanding Holistic Market Access

(NIRYAT DISHA addresses non-financial trade barriers and strengthens India's global presence)

- **Buyer Seller Meet (BSM)**
- Support for BSMs restricted to 4 events in a financial year for Micro and Small units and 3 events in a year for others. Also, an MSME entity can get support only for 15 events during entire scheme period i.e. 2025-31while other entities may get support only for 9 events.
- Air ticket support will be as per limits mentioned above , but only for exporters with turnover upto Rs.75 lakh.
- Minimum 50 participants per BSM.
- Support for an entity for a specific BSM for maximum of 3 occasions.
- **Reverse Buyer Seller Meet (RBSM)**
- Minimum 100 overseas participants, subject to limit of 2 delegates per entity.
- For RBSMs, buyer air ticket reimbursement will be 75% of air ticket, subject to ceiling of Rs.1,25,000 per buyer for Africa, Americas and Oceania and Rs.75,000 per buyer for other markets.
- **Trade Delegations**
- Rs.5 crore per delegation to cover venue, publicity, marketing etc., Air ticket support will be as per limits mentioned above

TRACE – Trade Regulations, Accreditation & Compliance Enablement

- **Objective:** To provide partial financial support to MSMEs for international testing, inspection, and certification.
- **Support:** Positive List: 60% of cost or ₹25 lakh, Priority List: 75% of cost or ₹25 lakh. Annual cap ₹25 lakh per exporter
- Positive list includes REACH, ISO, etc.
- Priority list of items include crust leathers, finished leathers, leather products under HSN 420211, 420221, 420231 , 420291, 420310 ,420329 ,420330 , 420340, 420500 ,640312 ,640319 ,640320 , 640340, 640351, 640359 ,640391 ,640399 ,640419 ,640420 ,640510 , 640590 and 640610.
- This scheme has been notified vide DGFT Trade Notice No. 26/2025-26 dated 20th February 2026
- **Updated via Trade Notice No. 09/2026-27 (01 July 2026):**
- Differentiated support: Micro & Small up to 95% (₹25 lakh cap), Medium up to 80% (₹50 lakh cap).
- Two-stage claim process (RC-1 after certification, RC-2 after linked exports).
- Disbursement in instalments (50% + 50%).

FLOW – Facilitating Logistics, Overseas Warehousing & Fulfilment

- **Objective:** Mitigate logistics constraints and support overseas storage and distribution
- **Support (up to 3 years):**As detailed below
- **Overseas Warehousing Facility -** 30% of proposal cost subject to a maximum of Rs. 10 Crores per year
- **Overseas Fulfilment Arrangements -** 30% of proposal cost subject to a maximum of 5 Lakh per month
- **Display or Market Access Facilities -** 30% of proposal cost subject to a maximum of Rs. 5 Crores per year
- **E-Commerce Export Hubs** – 30% of proposal cost subject to a maximum of Rs. 10 Crores per year
- Export Promotion Councils are one of the eligible agencies to avail this scheme.
- *"**Overseas Warehousing Facility**" means a facility located outside India used for storage, returns processing, or distribution of goods, whether owned, leased, or accessed through third-party arrangements.*
- *"**Overseas Fulfilment Arrangement**" means a contractual arrangement to undertake local storage, last-mile delivery, customer service, or returns management in a foreign market.*
- *"**Display or Market Access Facility**" means a physical overseas facility used for product display, sampling, buyer interaction, or consolidated showcasing of Indian products, without involving retail sales to final consumers*
- Expenditure eligible for support shall be restricted to lease or rental charges, common facility costs, and operational expenses directly attributable to the approved project excluding capital expenditure
- The scheme has been notified vide DGFT Trade Notice No. 28/2025-26 dated 20th February 2026

LIFT – Logistics Interventions for Freight & Transport

- **Objective:** The scheme envisaged Partial reimbursement of freight cost incurred by MSMEs for:
- *Shipment of exports from MSME premises to Inland Container Depots (ICDs), Container Freight Stations (CFS), Sea Ports, Air Cargo Complex (ACC), through rail or road.*
- *Additionally, shipment through air shall also be supported for districts from Northeastern regions*
- **Support:** Up to 30% of actual transport cost.Cap ₹20 lakh per exporter per financial year

All districts falling under following states are eligible for assistance under the scheme

S.No	State	S.No	State
1)	Assam	9)	Nagaland
2)	Arunachal Pradesh	10)	Sikkim
3)	Himachal Pradesh	11)	Tripura
4)	Jammu & Kashmir	12)	Uttarakhand
5)	Ladakh	13)	Bihar
6)	Manipur		
7)	Meghalaya		
8)	Mizoram		

- Leather, leather products and footwear falling under Chapters 41, 42, 43 and 64 have not been notified/ included in the list of eligible products.
- The scheme has been notified vide DGFT Trade Notice No. 29/2025-26 dated 20th February 2026

INSIGHT – Integrated Support for Trade Intelligence & Facilitation

- The objective of this intervention is to strengthen exporter preparedness and export-support ecosystems by addressing information asymmetries, procedural frictions, and institutional capacity gaps faced by exporters and export-support entities, with particular emphasis on Micro, Small and Medium Enterprises (MSMEs).
- The intervention seeks to enhance export readiness and market responsiveness through structured, non-financial support measures aimed at:
- *i. building exporter capabilities and skills through structured training and knowledge dissemination, with priority to emerging and evolving areas of international trade.*
- *ii. strengthening district- and cluster-level export facilitation through outreach, counselling, and institutional capacity-building interventions; and*
- *iii. supporting the development, dissemination, and use of trade intelligence, analytics, and digital knowledge systems to enable informed export decision-making.*
- **Support:** Modules & Toolkits: 50% (₹15 lakh max). Training: 50% (₹25 lakh max). District Facilitation: 50% (₹50 lakh max). Research & Analytics: 50% (₹25 lakh max)Government entities may receive up to 100% funding
- Export Promotion Councils are one of the eligible agencies to avail this scheme.
- The scheme has been notified vide DGFT Trade Notice No. 27/2025-26 dated 20th February 2026

Global Outreach for Branding, Labelling and Export Packaging (GLOBE)

- **Objective:** The Global Outreach for Branding, Labelling and Export Packaging (GLOBE) component has been introduced under Export Promotion Mission (EPM) – Niryat Disha to strengthen Brand India through a Unified Brand India Framework and sector-specific branding initiatives. The intervention aims to enhance the global image of Indian products and services by supporting branding, labelling, packaging, international marketing, and promotional campaigns in overseas markets.
- **Assistance is available for activities such as:**
- Development of sector-specific brand assets.
- Branding and promotional campaigns.
- Packaging and design solutions.
- Digital branding and websites.
- Overseas product demonstrations.
- Social media and international marketing campaigns.
- Export branding toolkits and digital content libraries.

- **Eligible organisations include:**
- Export Promotion Councils (EPCs)
- Central & State Government Departments
- Commodity Boards
- Industry Associations
- Export Clusters and District Export Hubs through a lead implementing agency.
- **Level of Assistance**
- **Tier 1 - Support for Unified Brand India Global Campaigns**
- Assistance up to 100% or ₹200 crores funding for multi-year central campaigns executed by Government agencies.
- **Tier 2 - Support for Sector Branding:**
- i. Assistance may be provided for development of comprehensive sector-specific branding components, including sector branding strategy, product category branding, sector-specific brand identities, development of marketing and communication assets, multimedia and digital campaigns, print and outdoor branding, industry brand platforms, sector-specific digital platforms or microsites, exporter branding toolkits and digital content libraries, aimed at strengthening global positioning, improving brand recognition and enhancing the marketability of Indian goods and services in identified international markets.
- ii. Assistance of up to 50% of the eligible expenditure proposal cost, subject to a maximum of ₹10 Crores per project for priority sectors.
- Project proposals shall be submitted through the Trade Connect portal of DGFT in the prescribed format.
- The component has been introduced through the DGFT Trade Notice dated 14 July 2026 under EPM – Niryat Disha.

Application Process under NIRYAT DISHA

- **Governance & Expectations**
- EPM adopts a whole-of-government convergence model involving EPCs, Line Ministries, State Governments, Indian Missions abroad, financial institutions and media stakeholders.
- All interventions will initially operate on a pilot basis and be reviewed after six months based on uptake and stakeholder feedback
- **RELIEF scheme**
  Besides the above, Government of India has announced "RELIEF" (Resilience & Logistics Intervention for Export Facilitation) - an intervention under the Export Promotion Mission, vide DGFT Notification No. 65/2025-26 dated 19.03.2026, to support Indian exporters affected by extraordinary freight escalation, heightened insurance premia and war-related export risks arising from disruptions in the Gulf and wider West Asia maritime corridor.
- RELIEF scheme facilitates ECGC coverage for shipments to countries namely UAE, Saudi Arabia, Israel, Kuwait, Qatar, Oman, Bahrain, Iraq, Iran, Yemen, Egypt and Joran, for the specified period.

The scheme details are as follows

Component	Details
Component 1	Meant for ECGC existing customers · Period of shipment covered (14.2.2026 to 15.3.2026) · Cover to be provided up to 100% at the existing premium rates · The Government shall reimburse to ECGC for the amount which ECGC shall pay to its Policyholders in excess of that is ordinarily payable under ECGC's existing cover
Component 2	To encourage exporters to opt for ECGC Policy excluding energy shipments · Period of shipment covered (16.3.2026 to 15.6.2026) · Cover to be provided up to 95% at the existing premium rates · The Government shall reimburse to ECGC for the amount which ECGC shall pay to its Policyholders in excess of that is ordinarily payable under ECGC's existing cover
Component 3	Meant for non-ECGC customers and to MSMEs · Period of shipment covered (14.2.2026 to 15.3.2026) · In respect of CIF contracts, reimbursement shall be provided to exporters up to 50% of additional freight and insurance · In respect of FOB contracts, reimbursement shall be provided to exporters up to 50% of the reduction between the contracted FOB value and the realized export proceeds · There is an overall ceiling of Rs.50 Lakh per exporter

Conclusion

- The Export Promotion Mission is a transformative initiative that integrates trade finance, compliance readiness, logistics efficiency, market intelligence and global branding under a unified framework. By combining NIRYAT PROTSAHAN's finance enablement with NIRYAT DISHA's market and compliance support, the Mission aims to institutionalize structured buyer connectivity, reduce credit constraints, strengthen MSME competitiveness and decentralize export growth to low-export-intensity districts.
- With robust financial allocations, clear eligibility norms, exposure caps, structured procedures and cross-ministerial convergence, EPM represents a comprehensive, end-to-end export ecosystem reform designed to empower MSMEs and accelerate India's global export ambitions

Thank you