

Draft

**Uttar Pradesh Export
Promotion Policy 2025-30**

*Implementing Agency:
Uttar Pradesh Export Promotion Bureau*

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Table of Contents

Table of Contents.....	2
Abbreviations	4
1. Preface.....	5
2. Preamble.....	6
2.1 Economic Scenario	6
2.2 Status of Exports	6
2.3 Infrastructure and Initiatives.....	7
3. Vision and Objectives	9
3.1 Vision	9
3.2 Mission	9
3.3 Objectives	9
3.4 Thrust Sectors	9
3.5 Synergy with the Government of India Export Vision	10
3.6 Policy Validity	10
3.7 Implementing Agency	11
4. Export-Oriented Infrastructure.....	11
4.1 Export-Oriented Specific Projects (EOSP) Scheme	11
4.2 Niryat Awasthapana Vikas Yojana (NAVY)	12
4.3 Trade Infrastructure for Export Scheme (TIES)	12
5. Financial Assistance.....	13
5.1 Marketing Development Assistance Scheme	13
5.2 Air Freight Rationalisation Scheme	15
5.3 Freight Charges up to Gateway Port Scheme	16
5.4 E-commerce Onboarding Assistance Scheme	16
5.5 Dak Ghar Niryat Kendra Support Scheme	16
5.6 Export Performance-linked Rewards for New MSME Exporters	17
5.7 Export Credit Insurance Support Scheme	17
6. Export Facilitation.....	17
6.1 Institutional Coordination and Grievance Redressal	17
6.1.1 Institutional Coordination	17

6.1.2. Streamlined Tracking of Application Processing	18
6.1.3 Grievance Redressal Mechanism.....	19
6.2 Market Development.....	19
6.2.1 Market Research Chairs	19
6.2.2 Leveraging E-Commerce Platforms	20
6.2.3 Collaboration with Foreign Trade Embassies	21
6.2.4 Uttar Pradesh Export Promotion Fund	21
6.3 Training, Capacity Building and Workforce Development.....	22
6.3.1 Trade Facilitation Centres	22
6.3.2 Strengthening Export Ecosystem	24
6.3.3 One-Stop Digital Information Hub.....	26
6.4 Project Management Unit.....	27
7. Promoting Service Exports	28
7.1 Institutional Support	29
7.2 Skill Development and Capacity-Building	29
7.3 Infrastructure Development	30
7.4 Market Development Assistance (MDA) for Service Exports.....	30
7.5 Gateway to Global Networking: MICE Initiatives	31
8. Convergence of Other Policies of State Government to Promote Exports.....	32
9. Export State Awards	33
10. The Uttar Pradesh Export Promotion Council	34
11. Monitoring and Evaluation (M&E)	35
12. Contact Us	35
13. Frequently Asked Questions (FAQs)	36

Abbreviations

MSME	Micro, Small and Medium Enterprises	DEAP	District Export Action Plan
INR	Indian Rupee	LEO	Let Export Order
USD	U.S. Dollar	MDA	Market Development Assistance
CAGR	Compound Annual Growth Rate	MICE	Meetings, Incentives, Conferences, Exhibitions
USA	United States of America	CBAM	Carbon Border Adjustment Mechanism
UK	United Kingdom	ISO	International Organisation for Standardisation
ODOP	One District One Product	BIS	Bureau of Indian Standards
GI	Geographical Identification	MIS	Management Information System
IT	Information Technology	M&E	Monitoring and Evaluation
ITES	Information Technology Enabled Services	HR	Human Resource
UAE	United Arab Emirates	DGFT	Director General of Foreign Trade
NW	National Waterway	EXIM	Export Import Bank
DMIC	Delhi-Mumbai Industrial Corridor	ECGC	Export Credit Guarantee Corporation
GSDP	Gross State Domestic Product	BSM	Buyer Seller Meet
WDFC	Western Dedicated Freight Corridor	RBSM	Reverse Buyer Seller Meet
EDFC	Eastern Dedicated Freight Corridor	EU	European Union
FY	Financial Year	ITPO	India Trade Promotion Organisation
UPEPC	Uttar Pradesh Export Promotion Council	FAQ	Frequently Asked Questions
UPEPB	Uttar Pradesh Export Promotion Bureau	AI	Artificial Intelligence
BRAP	Business Reform Action Plan	FTA	Foreign Trade Agreements
EOSP	Export Oriented Specific Projects	DEPC	District Export Promotion Committee
NAVY	Niryat Awasthapan Vikas Yojana	DIC	District Industries Centre
TIES	Trade Infrastructure for Export Scheme	FIEO	Federation of Indian Export Organisations
GST	Goods and Services Tax	FAQ	Frequently Asked Questions
PPP	Public Private Partnership	AI	Artificial Intelligence
MW	Megawatt	FTA	Free Trade Agreements
PSU	Public Sector Undertakings	R&D	Research and Development
DIEPEDCS	District Industries Promotion and Entrepreneurship Development Centres	ONDC	Open Network for Digital Commerce
SEZ	Special Economic Zones	CFC	Common Facility Centre
ICD	Inland Container Depot	DNK	Dak Ghar Niryat Kendra
CFS	Container Freight Station	CBIC	Central Bureau of Indirect Taxes
TEU	Twenty-foot Equivalent Unit		
FEU	Forty-foot Equivalent Unit		
LCL	Less than Container Load		
FOB	Freight On-Board		
EoDE	Ease of Doing Exports		

1. Preface

Uttar Pradesh stands at the cusp of economic transformation, poised to achieve a USD 1 trillion economy, and play a pivotal role in India's aspiration to become a USD 5 trillion economic power in the near term. At the heart of this vision lies the export economy, a proven driver of growth and employment.

The benefits of engaging in international trade are well-documented. Export-led growth allows domestic firms to gain access to global markets, take advantage of economies of scale, generate foreign exchange reserves, and mitigate risks through market diversification. Integrating into global value chains thus presents an unparalleled opportunity for Uttar Pradesh's industry to propel itself toward accelerated growth.

The release of this policy is particularly timely, as it coincides with India's export resilience amidst global economic uncertainties. In synergy with the Foreign Trade Policy 2023, which sets a national target of achieving USD 1 trillion in merchandise exports by fiscal year 2030, this iteration of the Uttar Pradesh Export Promotion Policy aims to more than double the state's merchandise exports to USD 50 billion by fiscal year 2030. Over and above increasing the quantum of exports, the policy also seeks to ensure inclusive growth and balanced regional development by fostering export activities in all districts of the state. Moreover, this policy framework will harness the strength of Uttar Pradesh's service sector through various novel schemes designed to facilitate service exports from the state.

This comprehensive policy framework emphasises the following levers for export growth: export-oriented infrastructure, financial assistance, and export facilitation, market development, and training and capacity-building. More than a collection of initiatives, it is a strategic roadmap to position the state of Uttar Pradesh as a globally recognised export hub through both value addition and volume-led growth. Whether you are a seasoned exporter, a first-time exporter, or a prospective exporter, or a merchandise or service exporter, this policy is designed to empower you with the tools, resources, and support system necessary to grow and thrive in a competitive global market.

We call upon all stakeholders within the export ecosystem to join hands in realising the immense potential of Uttar Pradesh's vibrant export economy. Together, we can unlock opportunities that contribute not only to the prosperity of the state but to the ultimate goal of a Viksit Bharat, with a USD 35 trillion national economy by 2047.

2. Preamble

2.1 Economic Scenario

Uttar Pradesh, located in northern India, holds a pivotal position in the nation's economy, renowned for its vast geography, rich cultural heritage, and historical significance. The total landmass of the state is 2,40,928 square km, representing 7.3% of the total landmass of India. As the second-largest economy in India, Uttar Pradesh achieved a Gross State Domestic Product (GSDP) of USD 310 billion (INR 25.48 lakh crore) in fiscal year 2024, contributing 9.2% to the national economy.

Between fiscal year 2016 and fiscal year 2024, the state maintained a compound average GSDP growth rate of 10.6%, underscoring its economic resilience and growth prospects. With a population of 240 million making up 17% of the nation's total population, Uttar Pradesh is the most populous state and largest consumer market in India. Moreover, 56% of its residents are of working age, representing a large and dynamic demographic dividend, which must be harnessed to drive economic progress.

The economic profile of Uttar Pradesh is shaped by a diverse range of industries, including agriculture, textiles, handicrafts, food processing, and engineering. These sectors form the backbone of the state's economy, supporting livelihoods across rural and urban areas alike. Notably, the state's micro, small, and medium enterprises (MSMEs) are a cornerstone of economic activity. Uttar Pradesh is home to 9 million MSMEs or 14% of India's MSMEs, a sector that makes significant contributions to the state's export performance, accounting for about 70% of the state's exports in 2022.

With its rich industrial landscape and vast and skilled labour force, Uttar Pradesh is well-positioned to solidify its role as a key player in India's export growth story.

2.2 Status of Exports

Uttar Pradesh holds a crucial position in India's export ecosystem, ranking as the fifth-largest exporting state in the country and the leading exporter among landlocked states. In fiscal year 2024, Uttar Pradesh achieved total exports of USD 20.57 billion (INR 1.70 lakh crore), accounting for 5% of India's total exports.

Over the past decade, the state's exports have exhibited steady growth, with a compound annual growth rate (CAGR) of 7% between FY 2014 and FY 2024. This growth has been driven by the following key sectors: electronics and electrical goods (export value of USD 4.69 billion in fiscal year 2024), carpets and textiles (USD 4.65 billion), industrial and engineering goods (USD 3.65 billion), agricultural products and foodstuffs (USD 3.40 billion), chemical and pharmaceutical goods (USD 1.41 billion), and handicrafts (USD 1.12 billion).

At the national level, India's exports have shown encouraging growth, with total exports reaching USD 778 billion in 2023-24, reflecting a 1.04% increase from the previous year. India's merchandise exports marginally declined from USD 447.46 billion to USD 437.1 billion in 2023-24. Uttar Pradesh's export growth has demonstrated commendable progress, achieving a CAGR of 7.19% over the past five years, closely aligning with the national average export growth of 8.02% in the same period.

The state's export markets have diversified considerably, with the USA, UAE, UK, Nepal, and Germany emerging as the top five destinations for Uttar Pradesh's exports in fiscal year 2024.

Uttar Pradesh's focus on enhancing export preparedness has been recognized at the national level. In the NITI Aayog's Export Preparedness Index, the state ranked seventh overall in fiscal year 2022 and third among landlocked states.

With a robust export ecosystem and strong growth momentum, Uttar Pradesh is well-positioned to expand its contribution to India's export ambitions.

2.3 Infrastructure and Initiatives

Uttar Pradesh possesses strong air connectivity. Soon it will be the first state in the country to have 21 airports, including the upcoming Jewar Airport in Noida, which will further boost its export capacity by facilitating easier and quicker transportation of products.

India's first inland waterway is in Uttar Pradesh, the National Waterway-1 (NW-1) connecting major exporting hubs to Haldia Port via Varanasi and Prayagraj. The total navigable water length is 425 km. India's first multimodal terminal is at Varanasi on NW1.

Uttar Pradesh also possesses state-of-the-art expressways for seamless connectivity, with the Yamuna and Agra-Lucknow Expressways connecting the State capital to the National Capital Region. The Poorvanchal and Bundelkhand Expressways improve access for exporting hubs in the eastern and Bundelkhand region. The upcoming Ganga Expressway will be one of India's longest, connecting key exporting hubs, while the upcoming Gorakhpur Link Expressway will connect north-eastern UP to Lucknow, Agra, and Delhi with a smooth traffic corridor.

The State's railway density is twice the national average, with a total rail track length of 8,949 km and five railway zones. UP also possesses the largest road network in India, with a total road length of four lakh kilometres.

Uttar Pradesh has been actively promoting industrial corridors such as the Delhi-Mumbai Industrial Corridor (DMIC), Western Dedicated Freight Corridor (WDFC), Amritsar-Kolkata Industrial Corridor, and the Eastern Dedicated Freight Corridor (EDFC). These serve as catalysts for industrial growth, crucial for reducing the expenses and time involved in transporting goods to ports and other industrial centres. The Uttar Pradesh Defence Industrial Corridor is planned across six nodes spanning central, eastern, and western Uttar Pradesh, along the Golden

Quadrilateral connecting Delhi-Kolkata, to establish the State as one of the largest and most advanced defence manufacturing hubs.

Uttar Pradesh aims to have a total tied-up power generation capacity of 40,191 MW by fiscal year 2028, of which 34,817 MW are operational as of December 2024.

The State ranked second in the Business Reform Action Plan (BRAP) in 2019, followed by Top Achiever Status in 2022, with a leading single window clearance system known as the Nivesh Mitra in place to enhance ease of doing business.

3. Vision and Objectives

3.1 Vision

To establish the State of Uttar Pradesh as a globally recognised export hub.

3.2 Mission

- To promote the development and competitiveness of the export sector.
- To provide the necessary support and services to export promotion bodies and institutions.
- To establish and develop physical and technical infrastructure to boost exports from the State.
- To provide necessary support to develop the export capacity of industries.
- To identify opportunities for local and country-made products in the global market.
- To encourage capacity development by adopting best practices related to exports.

3.3 Objectives

The Uttar Pradesh Export Promotion Policy 2025-2030 will aim to:

1. **Drive Export Growth:** To more than double Uttar Pradesh's exports from USD 21 billion in FY 2024 to USD 50 billion in FY 2030.
2. **Promote Equitable Development:** Ensure balanced regional participation by promoting participation in export activities across all districts.
3. **Strengthen Export-Oriented Infrastructure:** Support at least INR 100 crore worth of project costs for export-oriented infrastructure in the policy period.
4. **Broaden the Export Network:** Increase the total number of registered exporters by 50% by FY 2030.

3.4 Thrust Sectors

The following **thrust sectors** are identified for **merchandise exports**: Electronics, Engineering Goods, Textiles and Apparels, Carpets, Handicraft, Agricultural Products and Foodstuffs, Chemical and Pharmaceutical Products, Leather Goods, Sports Goods, Ceramics, and Wooden Articles.

The following **thrust sectors** are identified for **service exports**: Medical Value Travel, Transport and Logistics Services, IT & ITeS, Tourism and Hospitality, and Education.

3.5 Synergy with the Government of India Export Vision

Over the past decade, India's export portfolio has diversified into advanced sectors and made significant inroads into global value chains, driven by technological progress, growing manufacturing capabilities, and a commitment to innovation. The Government of India has played a crucial role in fostering export growth through various policy interventions aimed at enhancing trade competitiveness and market access.

The Foreign Trade Policy 2023 aims to achieve USD 2 trillion in exports across merchandise and services by 2030, driven by four pillars: (1) incentive to remission, (2) export promotion through collaboration between exporters, states, districts, and Indian missions, (3) promoting ease of doing business by reducing transaction costs and adopting e-initiatives, and (4) exploring emerging areas, including leveraging the e-commerce opportunity (projected to contribute USD 200 to 300 billion to India's exports by 2030), developing districts as export hubs, and streamlining the SCOMET (Special Chemicals, Organisms, Materials, Equipment, and Technologies) policy.

Export promotion initiatives by the Government of India include the Export Promotion Capital Goods Scheme, Market Access Initiative, Interest Equalisation Scheme, Remission of State and Central Levies and Taxes (RoSCTL) Scheme, Remission of Duties and Taxes on Exported Products (RoDTEP) Scheme, Towns of Export Excellence, Districts as Export Hubs, Special Economic Zones, E-commerce Export Hubs, a Common Digital Platform for the Certificate of Origin, and Bharat Trade Net, among many others.

India is also expanding its trade horizons to emerging and developing nations in Sub-Saharan Africa, the Middle East, and Asia, and strengthening economic ties with key established partners. India has signed 20 trade agreements, including recent free trade agreements with the UAE, Australia, and the European Free Trade Association (EFTA).

These national policy measures have paved the way for Uttar Pradesh's exporters to tap into global trade networks. It is thus imperative for the State to adopt a proactive, future-ready export strategy that aligns with the Government of India's vision for 2030 and facilitates a quantum leap in export value. Through a complementary export policy framework, Uttar Pradesh can strengthen its export ecosystem, take advantage of emerging global opportunities, and solidify its position as a key driver of India's export-led growth.

3.6 Policy Validity

This policy will come into effect from the date of its notification and will remain in effect until the end of fiscal year 2030. The policy's implementation will be reviewed mid-term to assess whether the policy outcomes achieved are as per its stated vision and objectives.

The policy framework may be revised earlier to implement course corrections or revise provisions in light of changed laws. In case of any amendments in the policy, any package of incentives already committed by the State Government will not be withdrawn and eligible units will continue to remain entitled to benefits.

3.7 Implementing Agency

The Uttar Pradesh Export Promotion Bureau (UPEPB) will be the implementing agency for this policy. Established in 1999 under the Department of Micro, Small and Medium Enterprises and Export Promotion, Uttar Pradesh, the objective of the UPEPB is to take the requisite measures for export promotion from the state of Uttar Pradesh. It provides a favourable environment for exporters in coordination with all departments and agencies to create a robust export ecosystem to make Uttar Pradesh an export hub. It also provides a platform for regular interaction among the exporters of the state and central government departments and agencies, as well as export promotion councils and associations.

The UPEPB is headed by the Export Commissioner, who is also the Principal Secretary, Department of Micro, Small and Medium Enterprises and Export Promotion, Uttar Pradesh.

4. Export-Oriented Infrastructure

To plug specific gaps in the infrastructure required to boost exports, the Export-Oriented Infrastructure initiative of this policy incentivises greater investment in export promotion infrastructural projects, particularly those that align with the export promotion policy and directly boost exports by identifying and utilising the area's export potential. To this end, the policy proposes the new Export-Oriented Specific Projects (EOSP) Scheme, alongside the existing Niryat Awasthapan Vikas Yojana (NAVY) and Trade Infrastructure for Export Scheme (TIES) initiatives.

4.1 Export-Oriented Specific Projects (EOSP) Scheme

Under the Export-Oriented Specific Projects (EOSP) Scheme, an investor can avail of a 40% capital subsidy up to INR 10 crores to build the required export infrastructure. Eligible scheme recipients include reputed and accredited private enterprises and service providers developing export-oriented infrastructure, particularly testing and certification agencies, logistics and warehousing providers, e-commerce fulfilment centres, skill development and training institutions, etc.

The scheme aims to support at least INR 100 crore worth of project costs for export-oriented infrastructure in the policy period.

Incentive Type	Incentive	Conditions
Capital Subsidy	40% of project cost Up to INR 10 crores	<ul style="list-style-type: none">Land must be with investor (cost of land is not considered a project cost)Evaluation of Detailed Project Report by the UPEPB to assess financial viability,

		sustainability, and projected outcomes
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The capital subsidy will be disbursed in three tranches on the basis of the following milestones: **First tranche** of 30% in advance, once effective possession of land, pollution control and other approvals from competent authorities are confirmed, along with the financial arrangement by the investor.

Second tranche of 50% on submission of Utilisation Certificate of first tranche, along with satisfactory progress of project implementation as per UPEPB.

Third tranche of 20% to be disbursed after completion of project and compliance with agreed-upon conditions.

In case of non-compliance and undue delay in project implementation, the disbursed amount is to be returned with interest to the nodal agency (UPEPB).

Public or private entities can propose and implement these projects under a Public-Private Partnership (PPP) model, aiming for self-sustainability.

4.2 Niryat Awasthapana Vikas Yojana (NAVY)

The Niryat Awasthapana Vikas Yojana (NAVY) Scheme focuses on creating infrastructure to support export-oriented projects by providing assistance to PSUs, export promotion councils, and recognized trade bodies to develop appropriate infrastructure that addresses critical links in production and evacuation processes within industrial clusters. The scheme offers up to 70% assistance for project costs, excluding land costs. Applicants must cover any additional expenses beyond this limit. Interested applicants can submit proposals to the Deputy Commissioner, District Industries Promotion and Entrepreneurship Development Centres.

4.3 Trade Infrastructure for Export Scheme (TIES)

The Uttar Pradesh Export Promotion Bureau is the State Nodal Agency for the Trade Infrastructure for Export Scheme (TIES), a Central scheme which aims to enhance export competitiveness by bridging gaps in the export infrastructure through the setting up and upgradation of infrastructure projects with overwhelming export linkages. These projects include but are not limited to border haats, land customs stations, quality testing and certification labs, cold chains, trade promotion centres, dry ports, export warehousing and packing houses, special economic zones (SEZs), cargo terminuses at ports and airports, as well as last and first-mile connectivity projects related to export logistics.

Under this scheme, the Central Government provides grant-in-aid, normally not more than the equity put in by the implementing agency, or 50% of the total equity in the project, subject to a ceiling of INR 20 crore for each infrastructure project.

Priority is given to infrastructure projects involving significant contribution of stakeholders and bank financing, and PPP projects are encouraged.

5. Financial Assistance

To support and incentivise the growth of Uttar Pradesh's export economy, a comprehensive package of financial assistance is made available for exporters. These schemes are aimed at reducing the financial burden on exporters while enhancing their competitiveness in global markets. In addition to the existing Marketing Development Assistance Scheme, Air Freight Rationalization Scheme, and Freight Charges up to Gateway Port Scheme, this policy proposes four new support schemes: the E-commerce Onboarding Assistance Scheme, Dak Ghar Niryat Kendra Support Scheme, Export Performance-linked Rewards for new MSME exporters, and the Export Credit Insurance Support Scheme.

To be eligible to receive assistance under these schemes, exporters must be registered with the UPEPB. Additionally, societies that are registered as exporting units will be deemed eligible for all financial assistance. Merchant as well as manufacturer exporters are eligible for all schemes. Scheme-wise financial assistance amounts are to be adjusted each year for inflation.

5.1 Marketing Development Assistance Scheme

The Marketing Development Assistance Scheme provides financial support of up to INR 25 lakh per year to exporting units to support their marketing initiatives. This assistance covers a wide range of activities, including:

Provision	Eligibility	Assistance
Participation in Foreign fairs/Exhibitions at international level	MSME Exporter registered with UPEPB	75% of stall charges up to a maximum of INR 3.25 lakhs 75% of airfare up to a maximum of INR 1.25 lakhs (for one person) For a maximum of 3 fairs per year
Participation in Domestic events of International Scale	MSME Exporter registered with UPEPB	75% of stall charges up to a maximum of INR 75 thousand 75% of airfare up to a maximum of INR 30 thousand (for one person) For a maximum of 3 fairs per year
Participation in a virtual trade fair of International Scale	MSME Exporter registered with UPEPB	75% of total expenditure incurred up to a maximum of INR 25 thousand each For a maximum of 4 fairs per year
For publicity advertisement, printing of catalogue, development of	MSME Exporter registered with UPEPB	75% of expenses up to INR 1 lakh per year Updated to include digital cataloguing, digital content development, digital marketing, and

website, digital cataloguing, digital content development, digital marketing, and social media advertising		social media advertising
For sending samples to foreign buyers	MSME Exporter registered with UPEPB	75% of expenses up to INR 2 lakhs per year per exporting unit
For obtaining export-related certifications	MSME Exporter registered with UPEPB	75% of expenses incurred on obtaining export-related certifications Upper limit removed (total annual cap for an individual exporter under MDA: INR 25 lakhs per year)
For organising trade fairs/exhibitions/buyer-seller meets in foreign nations	Export Promotion Councils/Trade Promotion Bodies established under various ministries/departments of Central/State Governments Min. 20 exporting units in the trade fairs, exhibitions, buyer seller meets organised	75% of expenses incurred up to INR 3 crore
For organising trade fairs in India of International scale	Export Promotion Councils/Trade Promotion Bodies established under various ministries/departments of Central/State Governments Min. 30 exporting units	75% of expenses up to INR 1 crore

For organising virtual trade fairs	<p>Export Promotion Councils/Trade Promotion Bodies established under various ministries/departments of Central/State Governments</p> <p>Min. 100 MSME or handicraft units with at least 50% exporting units</p> <p>No. of buyers must be at least 3 times the number of exhibiting sellers or exporting units</p> <p>75% of buyers must be foreign</p>	75% of expenses up to INR 25 lakhs
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The total annual cap for an individual exporter claiming assistance under the MDA is INR 25 lakhs per year, across all provisions. The caps for individual provisions have been significantly increased with a major focus on certifications, enabling exporters to meet rising compliance requirements in the current global scenario. Notably, the upper limit on certifications has been removed, enabling an individual exporter to avail of assistance up to INR 25 lakhs for certification requirements, minus any claims made under other provisions.

Notably, any and all export-related certifications are covered under the ambit of the scheme. A comprehensive list of eligible certifications will be released and reviewed periodically.

Additionally, to ensure relevance in the digital era, the definition of publicity expenses has been broadened to include digital cataloguing, digital content development, digital marketing, and social media advertising.

5.2 Air Freight Rationalisation Scheme

For exporters routing their goods through airports, the air freight rationalisation scheme provides up to 30% of total freight charges or INR 150 per kilogram (whichever is less) up to INR 10 lakhs per unit per year. Both the support provided, and maximum limit have been increased for the

benefit of exporters. The exporters will receive benefits while routing their cargo from any air cargo complex in the country if the state of origin of exported products is Uttar Pradesh.

5.3 Freight Charges up to Gateway Port Scheme

Given that Uttar Pradesh is a double landlocked state, the Freight Charges up to Gateway Port Scheme helps exporters offset their logistics costs and improve the export competitiveness of products manufactured in the State. The Scheme will provide 30% of freight charges up to a maximum of INR 20,000 per TEU (20 ft container) or INR 40,000 FEU (40 ft container). The maximum limit of assistance made available to an exporting unit is INR 30 lakhs per year. Both the support provided and maximum limit have been increased for the benefit of exporters.

Additionally, for small exporters (whose average annual export during the previous three years is INR 5 crore or less), freight charges up to gateway port will be reimbursed for less than container load (LCL) shipments. The subsidy will be provided at the rate of INR 500 per cubic metre, capped at INR 20,000 per shipment.

5.4 E-commerce Onboarding Assistance Scheme

Listing on international e-commerce platforms is a win-win proposition for both exporters and digital marketplaces. Not only are major e-commerce companies highly interested in Uttar Pradesh as a sourcing destination, e-commerce integration offers exporters a variety of support services at every stage of their export journey: direct integration into global supply chains with hassle-free logistics, insights into international customer preferences, support with export compliance, access to a network of third-party service providers, support for cataloguing, branding, and marketing, and even upskilling opportunities.

To support exporters seeking to explore the e-commerce opportunity, the E-commerce Onboarding Assistance Scheme offers a one-time incentive at 75% of the fees charged in the first-year listing on international e-commerce platforms (specifically, one-time registration fees, seller fees, referral fees, closing fees, warehousing fees, logistics fees, and subscription fees) up to a maximum limit of INR 3 lakhs per exporting unit for one year.

5.5 Dak Ghar Niryat Kendra Support Scheme

Dak Ghar Niryat Kendras (DNK) are an initiative of the Department of Posts and CBIC (Central Bureau of Indirect Taxes & Customs), wherein the small exporters are able to electronically file a Postal Bill of Exports. DNKs help facilitate rural artisans, MSMEs, ODOP sellers, and small traders across India to export their products with a simplified process, digitised clearance, and low-cost structure. DNKs provide a one-stop solution for all export-related needs, including documentation, logistics, customs procedures, and packaging solutions. With at least one location present in each district of UP, DNKs help exporters reduce costs associated with third-party services.

To support exporters sending consignments through Dak Ghar Niryat Kendras and draw them to the DNK ecosystem, the scheme offers a reimbursement of 75% of postage charges up to INR 1 lakh per year per exporter. The assistance is available on multiple consignments, until the limit of INR 1 lakh per year per exporter is reached.

5.6 Export Performance-linked Rewards

To promote export growth, the State's exporting units will be incentivised on incremental export turnover. A reward of 1% on year-on-year (YoY) export growth, capped at INR 20 lakhs per exporter annually will be provided by the State.

5.7 Export Credit Insurance Support Scheme

To ensure access to export credit insurance for the exporters of the State, the Export Credit Insurance Support Scheme will reimburse up to 30% of premium paid annually to the Export Credit Guarantee Corporation of India (ECGC) by all MSME exporters registered with UPEPB, subject to an upper limit of INR 5 lakhs.

Efforts will be made to engage with ECGC to broaden the base of coverage to include more products and markets. The reach of the ECGC policy will also be enhanced through awareness campaigns and publicity of the insurance options on offer. Additionally, the ECGC's list of high-risk buyers will be made publicly available, enabling exporters to make informed decisions.

6. Export Facilitation

6.1 Institutional Coordination and Grievance Redressal

The Export Facilitation initiative aims to enhance the ease of doing exports (EoDE) by strengthening institutional coordination, minimising procedural bottlenecks and transaction costs, improving digital integration, and establishing a robust grievance redressal mechanism to foster an exporter-friendly environment in the State.

6.1.1 Institutional Coordination

Enhancing exports requires coordinated efforts from all stakeholders involved, including exporters, export councils, government and non-government agencies. Uttar Pradesh can benefit by creating a working institutional mechanism to ensure better coordination between key stakeholders in the export ecosystem.

Uttar Pradesh Export Strategy Committee

To this end, the Uttar Pradesh Export Strategy Committee is proposed, chaired by the State Export Commissioner, who shall act as a Nodal Officer for policy implementation. This committee shall function as the apex body overseeing export policy implementation at the State, region, and

district-level, and ensure regular engagement among key stakeholders towards the promotion of Uttar Pradesh as an export hub.

The State Export Strategy Committee shall have the following structure:

Chair: Export Commissioner

Convenor: Joint Commissioner, Exports

State Representatives from:

- Directorate General of Foreign Trade (DGFT)
- GST Department
- Customs Department
- Department of Agriculture Marketing and Agriculture Foreign Trade
- Federation of Indian Export Organisations (FIEO)
- EXIM Bank
- Export Credit Guarantee Corporation (ECGC)

District-Level Representation:

- District Export Officers: District Collectors/Deputy Commissioners, DIC (Representing District Export Promotion Committees – DEPCs)
- Regional Export Officers: Regional Joint Directors (Industries) of 18 Administrative Divisions

Need-based participation from:

- Sector-specific Export Promotion Councils
- Buying houses, export associations, and trade bodies

The Committee will perform the following functions:

1. Monitoring District-wise Export Promotion Activities – Oversee District Export Promotion Committee (DEPC) activities, monitor the implementation of District Export Action Plans, conduct quarterly reviews, and recommend course corrections where required to ensure that each district is responsible for boosting the State's exports in a bottom-up manner.
2. Top-Down Strategic Planning – Conduct annual export strategy meetings to shape the State's export vision, develop sector-specific action plans, and continually refine export promotion efforts to capitalise on evolving global trade trends.
3. Stakeholder Collaboration and Policy Advocacy – Facilitate regular meetings with representatives from Central and State governments, export promotion councils, industry associations, FIEO, DGFT, and other stakeholders in the export ecosystem to discuss regulatory challenges, streamline export procedures, and align policy priorities for greater synergy.

6.1.2. Streamlined Tracking of Application Processing

Lack of clarity surrounding the status of applications for approvals or financial assistance schemes creates uncertainty for exporters. Therefore, establishing a transparent mechanism for the timely processing of documents and the disbursement of financial assistance is crucial.

In this regard, the UPEPB is committed to undertaking the following steps:

1. Updating the digital platform on which exporters submit documents to avail of financial assistance schemes, track their status, and receive approvals or rejections. Enhancements will include a user-friendly interface and the option of digital and SMS notifications for status updates at each stage of the application process.
2. Displaying real-time performance metrics of the Uttar Pradesh Export Promotion Bureau in terms of export-related procedures, such as the number of applications received, number of applications under review, number of sanctioned applications, number of rejected applications, average processing times for key activities, amount disbursed over a period of time, number of beneficiaries, etc.

This will help boost the exporters' confidence and trust.

6.1.3 Grievance Redressal Mechanism

A proper grievance redressal mechanism is crucial to enhance system efficiency and stakeholder trust. Through a working grievance redressal mechanism, exporters can effectively highlight the recurring bottlenecks they face and these can be remedied promptly, establishing a feedback loop and consistently improving the quality of the export ecosystem.

The State will create a digital user-friendly grievance redressal portal for exporters from Uttar Pradesh. Using the digital portal, the exporters will be able to track the status of their grievance and the steps being taken to resolve that grievance.

A dedicated helpline desk will be created at the UPEPB to ensure timely and satisfactory grievance redressal.

6.2 Market Development

Market development is a cornerstone of Uttar Pradesh's Export Promotion Policy 2025-30, aimed at harnessing market intelligence, expanding global outreach, and creating trade opportunities for the State's exporters. This chapter focuses on establishing market research chairs at prominent academic institutions, leveraging e-commerce platforms, hosting export promotion events, and fostering collaborations with foreign trade embassies. These measures aim to unlock new market opportunities and strengthen existing ones.

6.2.1 Market Research Chairs

Market intelligence and data-driven decision-making will play a pivotal role in driving exports from Uttar Pradesh, ensuring that strategies are tailored to meet global trends. A key component of this approach will be the establishment of **Market Research Chairs** within IITs, IIMs, IIFT and other premier institutions. These specialised research units will produce actionable market

intelligence to guide Uttar Pradesh's export ecosystem. The policy proposes a fund of INR 5 crores in the policy period to set up these market research chairs.

I. Core Objectives

- To analyse global trade data and identify high-potential export markets for Uttar Pradesh's products.
- To monitor emerging consumer trends across sectors, ensuring that local producers align their offerings with international demand.
- To study competitor strategies, benchmarking Uttar Pradesh's export ecosystem against leading states and countries to identify opportunities for improvement.

II. Key Functions

- **Market Opportunity Analysis:** Identify untapped markets, niche segments, and fast-growing economies where UP's products can gain traction.
- **Product Demand Forecasting:** Use predictive analytics and trend mapping to forecast demand for specific products and categories and identify future champions.
- **Export Performance Tracking:** Regularly assess the performance of Uttar Pradesh's exports, including growth trends, challenges, and success stories.
- **Competitor Analysis:** Study export practices of top-performing states in India and other countries, identifying strategies and innovations to adopt.
- **Policy Impact Evaluation:** Measure the effectiveness of export-related policies and initiatives, providing data-driven recommendations for enhancements.

III. Structure and Resources

- The Market Research Chairs would appoint experts in international trade, economics, and market analysis, supported by a team of data analysts and research assistants.
- Partnerships with organisations like EXIM Bank, DGFT, and India Trade Promotion Organization (ITPO) will provide access to global trade databases and reports.

IV. Deliverables

- **Annual Market Intelligence Reports:** Comprehensive reports detailing emerging markets, product trends, and global opportunities.
- **Real-Time Dashboards:** Interactive dashboards accessible to exporters, offering insights on trade trends, export destinations and regulatory updates.
- **Policy Briefs and White Papers:** Targeted reports for the review and refinement of UP's export promotion strategies.

6.2.2 Leveraging E-Commerce Platforms

- I. Collaborations:** Sign MoUs with leading e-commerce platforms, including the Open Network for Digital Commerce (ONDC), to promote exports through e-commerce by co-creating capacity-building sessions and investor summits.

- II. **Support Ecosystem:** Partner with central government bodies like DGFT and India Post for collaborative efforts to develop an e-commerce export ecosystem.
- III. **Awareness Programs:** The State proposes to organise extensive awareness and capacity-building sessions, including workshops and training, to help exporters understand how to leverage the e-commerce opportunity, from listing products, conducting performance marketing, to managing international warehousing and logistics.

6.2.3 Collaboration with Foreign Trade Embassies

A dedicated Foreign Trade Embassy Liaison Desk will be set up at the UPEPB to liaise with Commercial Wings of Indian Diplomatic Missions abroad, with the following aims:

- I. **To gather information** on prospective buyers and market trends, which can be leveraged for boosting UP exports.
- II. **To leverage the local network** of Foreign Trade Embassies to engage with prospective buyers and perform “matchmaking” services, i.e. set up meetings between UP-based sellers and relevant international buyers.
- III. Additionally, **to liaise with international industry and trade associations**, as well as business personnel abroad, to foster knowledge exchange and joint promotional activities.

6.2.4 Uttar Pradesh Export Promotion Fund

Uttar Pradesh is home to a diverse range of high-quality products with significant export potential, including handicrafts, textiles, agricultural produce, processed foods, and leather goods. With a strong legacy of craftsmanship and industrial excellence, the state aims to establish itself as a globally recognised hub for premium products through strategic branding and market outreach.

To achieve this vision, the Uttar Pradesh Export Promotion Fund has been introduced, with a dedicated fund of INR 10 crores to enhance the global visibility of the State's export basket. The fund will support the following key initiatives:

- I. **International Branding:** Delegations from Uttar Pradesh will actively participate in international exhibitions, trade fairs, and global summits, showcasing State's products through dedicated stalls, pavilions, and promotional campaigns.
- II. **International Certifications:** The State will pursue international certifications, such as the EU Protected GI to enhance the credibility and market appeal of UP's unique exportable products. Additionally, the State intends to actively promote GI products on global platforms to expand their reach.
- III. **Retail Presence:** Leasing spaces at key international locations, including Unity Malls, global airports and iconic retail streets, will offer exporters direct access to high-value markets frequented by foreign buyers. These spaces will be designed to reflect Uttar Pradesh's rich culture and craftsmanship, combining aesthetics with a premium retail experience.

- IV. Export Promotion Events:** The state will host high-impact annual trade promotion events like buyer seller meets, reverse buyer seller meets and international trade shows to foster direct interactions between local exporters and international buyers. These large-scale events will cater to specific industries, facilitating business networking, lead generation, trade deals, and market expansion for UP's exporters.
- V. State-level Buying Agent Association:** A Buying Agent Association will be established, bringing together buyers across sectors with strong domestic and international presence. This association will act as a consistent engagement channel, connecting Uttar Pradesh's exporters with global procurement agencies and buyers.
- VI. Design Collaboration:** Partnerships with design institutes like NID (National Institute of Design), NIFT (National Institute of Fashion Technology), and Indian Institute of Packaging (IIP) will be explored to co-create Brand Uttar Pradesh and reimagine product presentation. This includes:
- Developing innovative and eco-friendly packaging solutions that meet international standards, while preserving the authenticity of products.
 - Incorporating sustainable materials into packaging and design, appealing to environmentally conscious global consumers.
 - Modernising the visual identity of traditional products to align with global aesthetics, making them suitable for luxury and contemporary markets.
 - Conducting workshops and mentorship programs for local artisans and producers to enhance their understanding of global trends in product design and packaging.

The UP Export Promotion Fund will support a range of initiatives, including market studies, industry surveys, design collaboration, brand promotion activities, and the introduction of a digital authentication mechanism for Uttar Pradesh's exportable products. This fund will facilitate research-driven insights, foster innovation in product design, enhance global branding efforts, and ensure product authenticity and traceability in international markets, strengthening the State's position in global trade.

6.3 Training, Capacity Building and Workforce Development

The success of Uttar Pradesh's export ecosystem depends significantly on equipping exporters with the requisite skills, knowledge, and resources. The State's export vision for 2025-2030 incorporates a multifaceted training and capacity-building strategy to empower businesses and enhance export readiness.

6.3.1 Trade Facilitation Centres

To strengthen the support system available to Uttar Pradesh's exporters, dedicated Trade Facilitation Centres will be established in strategic locations, namely Merchandise Trade Facilitation Centres (MTFC) and Services Trade Facilitation Centres (STFC).

- Merchandise Trade Facilitation Centres may be stationed at prominent exporting districts. A dedicated budget of INR 7.5 crores is proposed to set up these centres.

- A Service Trade Facilitation Centre may be stationed at Gautam Buddha Nagar, as it is UP's leading hub for services. This centre will be headquartered at Lucknow. A dedicated budget of INR 2.5 crores is proposed to set up these centres.

I. **Core Objective:** To offer end-to-end handholding support free of cost to current and prospective exporters, from registration to meeting global export standards, upgrading manufacturing capabilities, and identifying export markets and buyers, with the aim of enabling the State to achieve global competitiveness in international markets.

II. Key Functions

- **Information Dissemination and Advisory Services:** Issuance of certification of origin at concessional rates, replies to EXIM-related queries, updates on EXIM-related regulatory updates through e-mail and WhatsApp, dissemination of information on government schemes, dissemination of information on international fairs, exhibitions, and seminars, guidance on best practices for exporters.
- **Export Compliance and Documentation Support:** Handholding support in obtaining IEC code and other export documentation, training programs on export procedures, compliances, standards, marketing, packaging, labelling, customs clearance, etc.
- **Market Access and Business Expansion:** Dissemination of market intelligence and trade data (as received from Market Research Chairs), support in identifying and exploring new export markets, developing market entry and growth strategies, information on export destination-wise compliance requirements, lead generation for exporters, support connecting to relevant Export Promotion Councils.
- **Assistance in Obtaining Credit and Insurance:** Assistance in availing credit through financial institutions, assistance in availing insurance through ECGC.
- **Training and Outreach:** A mobile unit travelling to various districts across UP to identify potential exporters, integrate them into the UPEPB and UPEPC network, and support them throughout their export journey ("Mission Niryat Pragati," as detailed below).
- **Database of Exporters:** Maintaining an updated database of merchandise and service exporters in Uttar Pradesh.

III. Structure

- Chair: Export Commissioner, Uttar Pradesh
- Convenor: Joint Export Commissioner, Uttar Pradesh
- Centre Heads: Deputy Commissioners designated as 'Deputy Export Commissioners'
- Mentors: Sectoral Export Promotion Councils, FIEO, DGFT, expert officials from various departments and sectors.
- Supporting staff of trade and compliance advisors, market intelligence analysts, legal and regulatory experts, training and outreach coordinators

6.3.2 Strengthening Export Ecosystem

The following initiatives aim to enhance the capabilities of new and existing exporters, ensuring their readiness to compete in global markets.

I. **Mission Niryat Pragati: ‘Fostering Progress through Exports’**

Mission Niryat Pragati aims to identify, support, and empower potential exporters, with the objectives of broadening the export ecosystem across all districts and increasing the total number of registered exporters by 50%. The mission entails a **strategic 10-step approach**, to be undertaken by a mobile wing of Trade Facilitation Centres.

Step 1. Identifying Potential Exporters: Comprehensive outreach programs will be conducted at the district level to identify potential exporters and entrepreneurs, particularly domestic manufacturing champions that are yet to explore the export opportunity. Awareness campaigns will encourage participation from underserved regions.

Step 2. Export Documentation Readiness: Assistance will be provided to prospective exporters to ensure they meet all basic documentation requirements, including obtaining PAN, Aadhaar, GST registration, and bank details.

Step 3. Facilitating IEC registration and GST onboarding: Assistance will be provided to prospective exporters for the application and generation of the Import Export Code (IEC) and the GST onboarding process.

Step 4. Membership in UPEPB: New exporters will be integrated into the UPEPB and UPEPC network through registration, providing them with a platform for networking, collaboration and access to industry insights.

Step 5. District Export Hubs: District Export Promotion Councils (DEPCs) will be empowered to act as local resource hubs, facilitating exporter support services, and coordinating district-level export activities.

Step 6. Export Training and Capacity Building: Training and capacity-building workshops will be conducted by DEPCs to empower exporters at the district level by providing insights on product development, packaging, compliance requirements, market access, etc.

Step 7. Market Access and Development: Exporters will be provided with access to international markets through participation in global trade fairs, expos and buyer-seller meets. Emphasis will be placed on promoting One District One Product (ODOP) items.

Step 8. End-to-End Digital Facilitation: New exporters will be acquainted with UPEPB’s user-friendly online portal, which will serve as a single window for all export related queries, registrations, and updates.

Step 9. Strategic Partnerships and MOUs: Proposals by DEPCs will be sent to UPEPC for collaboration with global trade organisations, e-commerce platforms, and logistics companies to expand market reach and streamline operations.

Step 10. Continuous Monitoring and Feedback: A robust review mechanism will be instituted to monitor the program's progress.

In this regard, **the best performing district** and respective DEPC will be awarded and facilitated yearly for identifying maximum potential exporters from the district through new IEC registrations and conducting maximum hand holding activities in the district.

- II. Regular Capacity-Building Sessions:** Regular capacity-building sessions will be organised by UPEPB for new Importer Exporter Code (IEC) registrants (registered in last 3 years), in collaboration with organisations like FIEO, DGFT, IIFT, NIFT, ECGC, India Post, Customs officials, Forwarders, and other concerned stakeholders. These will include interactive capacity-building workshops tailored to their needs, dedicated Q&A sessions to address specific challenges, and outreach initiatives utilising registrant data from the Directorate General of Foreign Trade (DGFT) to provide targeted support. Sector and industry-specific workshops and industry exposure visits shall be organised. Additionally, information dissemination about the Niryat Bandhu course is to be done by concerned DICs.
- III. Partnerships with Renowned Institutions:** Collaborations with leading academic and professional institutions such as the Indian Institute of Foreign Trade (IIFT), World Trade Center (WTC), and Indian Institute of Management (IIM) will ensure high-quality training and education for prospective exporters. These partnerships will focus on developing specialised courses in international trade and export management, conducting workshops on global market trends and trade financing, and offering leadership training tailored for export entrepreneurs.
- IV. Focus on Evolving Compliance Requirements:** Specialised training programs will help exporters adapt to evolving international trade regulations by providing updates on key global regulatory frameworks, guidance on adopting traceability systems to enhance transparency and international market access, and strategies to navigate non-tariff barriers and compliance requirements in diverse global markets.
- V. Capacity and Manpower Enhancement:** To improve operational efficiency and strengthen export facilitation, the policy emphasises manpower expansion, skill development, and digital upgradation within the Uttar Pradesh Export Promotion Bureau (UPEPB) and the Uttar Pradesh Export Promotion Council (UPEPC). Dedicated officials will be recruited to enhance resource availability, while continuous training programs will equip UPEPB and District Industrial Centre (DIC) officials with the latest knowledge on global trade policies and export strategies. Additionally, the policy prioritises digital modernisation, including hardware and software upgrades, to streamline export-related

processes. An annual budget of INR 1 crore will be earmarked to support these initiatives, ensuring a more robust and efficient export promotion framework.

VI. Capacity-building for DIC Staff: Capacity-building programs are to be held with officials engaged in export-related issues at the District Industrial Centre (DIC). UPEPB to collaborate with the District Export Promotion Committee (DEPCs) to plan and implement training programs at district level. Training areas to include are as follows but not limited to:

- Identifying the scope of products which can be exported
- Digital literacy
- Detailed information on schemes and incentives related to export promotion
- Information on documentation related to exports like shipping bill, Let Export Order (LEO), Bill of Lading, etc.
- Information on the available credit and insurance facilities for exports in the district

6.3.3 One-Stop Digital Information Hub

To facilitate ease of access to essential export-related information and support, the Uttar Pradesh Export Promotion Policy emphasizes the development of a comprehensive toolkit of digital resources. This initiative aims to empower exporters with user-friendly digital tools, targeted guidance, and seamless communication channels.

A centralized, one-stop information hub will be established on the Uttar Pradesh Export Promotion Council (UPEPC) website, providing exporters with easy access to useful resources, updates, and assistance. The following features are proposed:

I. Export Procedures and Guidance

- A step-by-step guide simplifying the journey to becoming an exporter. This will include detailed guidelines on navigating export procedures, along with practical tips.
- **Frequently Asked Questions (FAQs):** A curated list of answers to common queries about export processes, policies, and documentation to address exporter concerns promptly.

II. Dedicated Helpdesk and Helpline: A responsive Exporter Helpdesk and Helpline will be established to resolve queries and provide personalized assistance to exporters. This service will be available through multiple channels, including phone, email and live chat, ensuring timely support.

III. Video Tutorials: Educational video tutorials will be developed in both English and Hindi to cater to exporter needs. These videos will cover topics such as export registration, market research, international trade regulations, listing on e-commerce platforms, and accessing government schemes.

IV. AI Chatbot Assistance: An AI-powered chatbot will be integrated into the UPEPC website to offer instant answers to user queries. The chatbot will assist exporters in navigating resources, understanding procedures, and accessing personalized recommendations based on their requirements.

- V. **Personalised Guidance:** The platform will provide tailored guidance based on visitor profiles, such as:
- "I am an entrepreneur looking to set up a business"
 - "I want to participate in trade fairs"
 - "I am looking for vendors for my business"
- VI. **Sector-Specific Mentorship:** The UPEPC website will facilitate sector-specific mentorship by onboarding prominent industry players as mentors, and inviting applications from mentees. Budding exporters will have access to insights and advice tailored to their industry, helping them address challenges and seize opportunities effectively.
- VII. **List of Trade Fairs:** A comprehensive directory of trade fairs will be developed, outlining key domestic and international events across various industries. This curated list allows exporters to identify relevant fairs that align with their sector, target markets, and business objectives.
- VIII. **Compendium of Quality Standards:** A comprehensive compendium of quality certifications, standards, and regulations will be developed. This resource will be segmented by sector and export destination, ensuring exporters have clarity on compliance requirements.
- IX. **Market Intelligence Dashboard:** An interactive Market Intelligence Dashboard will provide exporters with insights on demand trends, pricing, and tariff benefits for specific export destinations.
- X. **District-wise Export Action Plans:** A dynamic dashboard showcasing district-wise Export Action Plans will be featured. This tool will outline specific initiatives, targets, and performance metrics for each district in Uttar Pradesh, aligning with local strengths and opportunities.
- XI. **Virtual Pavilion:** A "Virtual Pavilion" will be launched as a digital platform on which MSMEs can showcase their products online. This initiative will enhance visibility and provide exporters with a global audience for their offerings.
- XII. **Schemes and Benefits of Free Trade Agreements (FTAs):** The website will include an updated list of all schemes available to exporters, along with benefits of various FTAs. Exporters can leverage this information to maximize cost advantages.
- XIII. **Export Assistance Resources:** A comprehensive list of export credit agencies, potential logistics partners, credible certification agencies, and other points of contact within the export ecosystem (EXIM, ECGC, etc.) will be made available to exporters.
- XIV. **Public Consultation and Grievance Redressal Mechanisms:** Mechanisms for public consultation and grievance redressal will be integrated into the digital platform. Exporters can provide feedback, highlight issues, and seek redressal through a transparent process.

6.4 Project Management Unit

To ensure the effective implementation, monitoring, and strategic execution of the Uttar Pradesh Export Promotion Policy, a Project Management Unit (PMU) is proposed to be set up at the UPEPB. This PMU will function as an extension of UPEPB and will be managed by leading think tank or a consulting agency with expertise in trade facilitation, export promotion and policy

implementation. The policy proposes a dedicated fund of INR 10 crores to set up a PMU within UPEPB.

Key Responsibilities of the Project Management Unit (PMU)

- Coordinating between Trade Facilitation Centres and Market Research Chairs to enhance knowledge-sharing, capacity building, and export facilitation.
- Developing a robust project monitoring framework to track policy impact, measure key performance indicators, and suggest mid-course corrections.
- Facilitating interdepartmental coordination to align various government initiatives and improve ease of implementation.
- Engaging with District Export Commissioners, commercial attachés of Foreign Trade Embassies, and international experts to foster global trade linkages, capacity building, and technology transfers.
- Identifying and addressing sector-specific challenges to strengthen Uttar Pradesh's position as a leading export hub.
- Enhancing exporter outreach and awareness through structured programs, digital platforms, and stakeholder consultations.
- Executing and coordinating all policy-related activities, ensuring smooth facilitation of resources, approvals, and requirements.

7. Promoting Service Exports

Service exports are a vital component of Uttar Pradesh's economic diversification strategy, offering immense potential to drive inclusive growth and create high-value employment. With global demand for services surging, particularly in IT, tourism, and medical value travel, Uttar Pradesh (UP) can position itself as a hub for quality service exports, leveraging its robust infrastructure, skilled workforce, and diverse cultural heritage.

Within the framework of this policy, the State aims to implement targeted measures and interventions to enhance service exports from Uttar Pradesh. This includes comprehensive government initiatives, incentives and support mechanisms to strengthen the competitiveness of the UP's service sector in global markets.

Vision

To establish Uttar Pradesh as a frontrunner in service exports by fostering innovation, enhancing competitiveness, and addressing skill gaps, thereby contributing significantly to achieving the State's export target.

Objectives

1. **UPEPC** to actively extend its focus to service exports in the State and onboard service exporters to engage in capacity building and hand-holding activities.
2. **Expand Service Export Base:** Promote exports across 12 champion service sectors identified by Government of India, which are as follows:

- IT & ITES
- Tourism and Hospitality
- Financial Services
- Medical Value Travel
- Transport and logistics services
- Accounting and Financial services
- Audio visual services
- Legal services
- Communication
- Construction and related engineering services
- Environmental services
- Education

Out of these, the five thrust service sectors of UP are **Medical Value Travel, Transport and Logistics Service, IT & ITeS, Tourism and Hospitality, and Education**, which shall be strengthened through targeted infrastructural development and capacity-building interventions.

3. **Enhance Competitiveness:** Build institutional capacity, improve service delivery mechanisms, and establish global benchmarks for service quality.
4. **Strengthen Infrastructure:** Develop dedicated facilities and digital ecosystems to support service exporters
5. **Leverage Emerging Technologies:** Foster the adoption of cutting-edge technologies like AI and blockchain to enhance service delivery, improve scalability, and increase competitiveness in global markets.

Key Initiatives

7.1 Institutional Support

- **Unified Association of Service Exporters:** Form a platform to address exporters' needs, provide policy inputs, and facilitate networking, in collaboration with SEPC.
- **Database of Service Exporters:** Maintain an updated, categorized database of service exporters under the four WTO service modes:
 - Mode 1: Cross-border supply (e.g., software exports).
 - Mode 2: Consumption abroad (e.g., tourism, education).
 - Mode 3: Commercial presence (e.g., franchises, GCCs).
 - Mode 4: Presence of natural persons (e.g., skilled professionals abroad).

7.2 Skill Development and Capacity-Building

- **Sector-Specific Skill Training:** Partner with Sector Skill Councils to prioritize export-oriented service sectors through the establishment of training centres or conducting training sessions.
- **Capacity-Building Programs:** Organise regular workshops, apprenticeship programs, and mentorship sessions in collaboration with reputed institutions like IIFT and IIMs.

- **Export-Oriented Curriculum:** Design sector-specific courses focusing on international standards, traceability, and regulatory compliance.

7.3 Infrastructure Development

- **Plug-and-Play Facilities:** Create ready-to-use workspaces for service startups to minimise setup time and operational costs.
- **Digital Ecosystem for Services:** Develop online platforms for virtual exhibitions, matchmaking services, and showcasing service capabilities.
- **Tourism Infrastructure:** Invest in heritage sites, eco-tourism projects, and medical tourism hubs to enhance global appeal.

7.4 Market Development Assistance (MDA) for Service Exports

This policy proposes Market Development Assistance (MDA) for Service Exporters of Uttar Pradesh to promote and incentivize service exports across 12 champion sectors identified by Government of India, by providing financial and operational assistance to service providers.

Under the MDA Scheme for Service Exports, financial support will be provided to Service Exporters registered with the UPEPB under the aforementioned 12 identified champion sectors as service export category for undertaking promotion and marketing of service exports generated and supplied in/from Uttar Pradesh.

Proposed Assistance

Financial support will be extended to the Service Exporters, fulfilling the required eligibility, for undertaking the following marketing and promotional activities:

Activity	Assistance
Participation in International Fairs overseas	<p>75% of stall charges paid up to max. INR 2,00,000 for one fair/exhibition</p> <p>75% of economy class airfare max. up to INR 1,00,000 per fare for one person</p> <p>For a maximum of 3 fairs per year</p>
Participation in domestic fairs of international scale	75% of stall charges paid up to max. of INR 50,000 for one fair/exhibition

	<p>75% of economy class airfare/bus fare/rail fare max. up to INR 25,000 per fare for one person</p> <p>For a maximum of 3 fairs per year</p>
<p>For organising Buyer Seller meets (BSM)/trade fairs/exhibitions in foreign nations</p> <p>By Export Promotion Councils/ Trade Promotion Bodies established under various ministries/departments of Central/State Governments</p> <p>Participation of Minimum 20 Service exporting units of Uttar Pradesh</p>	<p>75% of expense incurred by the organizing agency up to a maximum of INR 1 crore for organising trade fairs/exhibitions/buyer seller meets in foreign nations</p>
<p>For organising trade fairs in India of International Scale for Service Exports</p> <p>By Export Promotion Councils/Trade Promotion Bodies established under various ministries/departments of Central/State Governments</p> <p>Participation of at least 20 Service exporting units of Uttar Pradesh</p>	<p>75% of expense incurred by the organising agency with a maximum of INR 75 lakhs</p>

Eligibility Conditions

- The Service Export Unit must be registered with UPEPB.
- Prior approval from UPEPB (Approval Form-Annexure 1) is mandatory before participating in the event.
- The individual/firm must be registered in UP or operational office of the firm in UP.

7.5 Gateway to Global Networking: MICE Initiatives

Meetings, Incentives, Conferences and Exhibitions (MICE) is a rapidly growing segment in the service sector and global travel industry, contributing significantly to economic growth, employment generation, and international business collaborations. Uttar Pradesh, with its world-class convention centres, excellent connectivity, rich cultural heritage, and robust hospitality sector, is well positioned to emerge as a preferred destination for international MICE events.

With major cities like Lucknow, Varanasi and Agra hosting state-of-the-art convention centres, luxury hotels, and seamless transport facilities, Uttar Pradesh is actively developing itself as a hub for MICE activities.

To encourage the organisation of high-profile events in Uttar Pradesh, the State will provide financial incentives to eligible MICE event organisers, which are as follows:

- The event must be organised in Uttar Pradesh
- Notably, MICE events organised in the NCR-region of the state are also eligible to claim support under the scheme.
- A minimum of 100 participants must attend the event.
- At least 25% of the attendees must be foreign participants.
- Organisers will receive INR 7,000 per foreign participant capped at INR 6 lakhs

8. Convergence of Other Policies of State Government to Promote Exports

The Government of Uttar Pradesh has launched a variety of policies and support schemes for industrial development that can be leveraged by prospective and current exporters.

The Industrial Investment and Employment Promotion Policy 2017 offer a range of attractive fiscal incentives that exporters in Uttar Pradesh can leverage to grow and compete on a global scale. Designed to foster industrial development, this policy is backed by over 20 sectoral policies that cater to specific industries, creating a comprehensive and supportive ecosystem for businesses. Under this policy, exporters setting up or expanding operations can avail up to 90% SGST reimbursement for five years for small industries, and up to 70% for mega industries over a ten-year period. Additionally, there are full stamp duty exemptions for units in Bundelkhand and Purvanchal, with attractive reductions in other regions. There is a 100% exemption of electricity duty to all new industrial units set up in the State for 10 years. Also, there will be 100% exemption on electricity duty to all new industrial units producing electricity from captive power plants for self-use for 10 years.

Mandi fee will completely be exempt for all new food processing units on purchase of raw materials for 5 years. Apart from this, units generating minimum employment of 200 direct workers including skilled and unskilled will be provided with 10% additional EPF reimbursement facility on employer's contribution. The State Government's holistic approach ensures that whether you are in manufacturing, services, or a niche sector, there is a policy advantage waiting for you to tap.

The Uttar Pradesh Agricultural Export Policy 2019 (As amended-2024 (Third Amendment)) offers a variety of financial incentives to boost agricultural exports. Financial benefits include incentives for new processing units to be set up near clusters. This incentive will be 10% of the total turnover of exports or INR 25 Lakhs, whichever is less, from the year of commencement of exports to 5 years. The policy also encourages the establishment of farmer clusters ranging from

50 to over 350 hectares. Upon completion of construction and meeting export obligations, these clusters can receive financial incentives, which vary based on size:

- 50-100 hectare: INR 10 lakhs
- 10-150 hectares: INR 16 lakhs
- 150-200 hectares: INR 20 lakhs
- 200-250 hectares: INR 28 lakhs
- 250-300 hectares: INR 34 lakhs
- 300-350 hectares: INR 40 lakhs
- Additional INR 6 lakhs for increased cluster area

Exporters can also receive transport subsidies to offset costs. The maximum limit of transport subsidy on export of agricultural produce and processed products would be 25% of the actual freight paid. These incentives are intended to motivate farmers and agribusinesses to venture into export markets, thus ensuring improved price realisation and sustainable agricultural practices. This integration of financial schemes with export-focused policies fosters a favourable environment for increasing the State's participation in both national and international trade.

The Uttar Pradesh Solar Energy Policy 2022, which is being implemented by the Uttar Pradesh New and Renewable Energy Development Agency, supports exporters in meeting the evolving requirements of stringent green standards by offering financial incentives in the following manner: Capital Subsidy: INR 2.50 crore per megawatt is offered for utility-scale solar power projects set up with a 4-hour battery storage system of 5 MW capacity or above, as well as standalone battery storage systems energised by solar energy for sale to distribution licensees.

Infrastructure Subsidy: The State government bears the cost for constructing transmission lines for standalone solar projects in the Bundelkhand and Purvanchal regions, based on the project capacity:

- 5 to 10 MW: Up to 10 kms
- 10 to 50 MW: Up to 15 kms
- Above 50 MW: Up to 20 kms

Certifications like the European Union's CBAM require exporters to account for the embedded carbon emissions in goods like steel, and fertilisers to avoid tariffs. Similarly Global Organic Textile standards for textiles, ISO 14001 for environmental management are some of the crucial certifications required for accessing international markets.

9. Export State Awards

The Export Award will be distributed annually to eligible exporters of Uttar Pradesh for their outstanding export performance, with the objectives of recognising exporters that have demonstrated their capabilities, fostering healthy competition in the export ecosystem, and presenting role models for the State's current and prospective exporters to emulate. The State Export Awards currently recognise Outstanding Export Performance across 25 categories, which will be revised and updated to align with evolving market trends and industry dynamics.

Additionally, new award categories have been introduced to expand the scope of recognition and encourage excellence in emerging export sectors.

On the basis of export turnover, recognition will be awarded across the following categories:

- Outstanding Export Performance: 25 product categories
- Outstanding Export Performance by a Woman Entrepreneur
- Outstanding Export Performance by a Young Entrepreneur
- Outstanding Service Export Performance
- Best District for Export Promotion to the District Export Promotion Committee (DEPC)

All manufacturers and merchant exporters registered with UPEPB with a minimum export turnover of INR 30 lakh will be eligible to apply.

Interviews will be conducted with State Export Award winners and their success stories will be published for wide dissemination. Awardees would be enlisted as Export Ambassadors to participate in outreach and awareness-building activities across the State.

10. The Uttar Pradesh Export Promotion Council

The Uttar Pradesh Export Promotion Council (UPEPC), situated in Lucknow, Uttar Pradesh is a non-profit company under section 8 of Companies Act, 2013, and serves as the state's apex body for advancing export initiatives and fostering a dynamic export ecosystem. Operating under the guidance of Additional Chief Secretary/Principal Secretary, Department of MSME and Export Promotion, UPEPC collaborates with state and central government agencies, industry associations, and exporters to ensure the effective implementation of export policies. The council plays a pivotal advisory role, offering recommendations to the government on formulating and refining export-related policies to meet the evolving needs of the sector. By engaging with stakeholders, UPEPC addresses challenges, identifies opportunities, and enhances coordination across various levels of the export framework.

UPEPC also emphasizes capacity-building, organising workshops, seminars, and training sessions to equip exporters with knowledge of global trade practices, compliance requirements, and emerging trends. To support market expansion, the council facilitates participation in domestic and international trade fairs and exhibitions, creating platforms for exporters to showcase their products to a global audience. By aligning its strategies with national and international trade goals, UPEPC is committed to positioning Uttar Pradesh as a premier export hub, significantly contributing to the State's economic growth and prosperity.

Recognising the growing contribution of the service sector to Uttar Pradesh's economy, the Uttar Pradesh Export Promotion Council (UPEPC) will actively extend its focus to facilitate service exports. UPEPC will work towards strengthening the ecosystem for service exporters by streamlining processes, enhancing policy support, and providing targeted facilitation.

To achieve this, the council will undertake initiatives such as creating a comprehensive database of service exporters, engaging in capacity-building programs, and improving market access through dedicated outreach efforts. Additionally, it will collaborate with industry stakeholders to identify challenges and develop sector-specific interventions, ensuring that service exports from Uttar Pradesh gain a competitive edge in global markets.

11. Monitoring and Evaluation (M&E)

The UPEPB will undertake a mid-term evaluation of export policy FY 2025-30 to assess whether the policy outcomes being achieved are as per the stated vision and objectives of the policy. Timely feedback received as a result of this midterm evaluation will allow corrective measures to be undertaken to achieve the stated policy goals by the end of the policy duration.

Beneficiaries of financial assistance offered for attending fairs and marts at national and international levels will be required to submit a brief report to UPEPB in the prescribed format. Information sought in the report will be as follows:

- Overall experience of attending trade show, expo, or fairs
- Value of sale made or MoUs signed
- Leads generated for the business
- Type of queries and information sought by buyer
- Further steps required to be undertaken by exporters and UPEPB to boost exports

Additionally, real-time performance metrics of the Uttar Pradesh Export Promotion Bureau will be published on the website, leveraging MIS infrastructure to display the number of applications received, number of applications under review, number of successful applications, number of rejected applications, average processing times for key activities, amount disbursed over a period of time under each scheme, number of beneficiaries, etc.

12. Contact Us

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13. Frequently Asked Questions (FAQs)

Q1. What is the Uttar Pradesh Export Promotion Policy 2025-30?

The Uttar Pradesh Export Promotion Policy 2025-30 is a strategic roadmap to position the State of Uttar Pradesh as a globally recognised export hub. This comprehensive policy framework emphasizes the following levers for export growth: export-oriented infrastructure, financial assistance, export credit and insurance facilities, export facilitation, market development, and training and capacity-building. Whether you are a seasoned exporter, a first-time exporter, or a prospective exporter, or a merchandise or service exporter, this policy is designed to empower you with the tools, resources, and support system necessary to grow and thrive in a competitive global market.

Q2. What are the key objectives of Uttar Pradesh Export Promotion Policy 2025-30?

The Uttar Pradesh Export Promotion Policy 2025-30 has four key objectives:

1. Drive Export Growth: More than double Uttar Pradesh's exports from USD 21 billion in FY 2024 to USD 50 billion in FY 2030.
2. Promote Equitable Development: Ensure balanced regional participation by promoting participation in export activities across all districts.
3. Build Export-Oriented Infrastructure: Support at least INR 100 crore worth of project costs for export-oriented infrastructure in the policy period.
4. Broaden the Export Ecosystem: Increase the total number of registered exporters by 50% by FY 2030.

Q3. Who is the implementing agency for the Uttar Pradesh Export Promotion Policy 2025-30?

The Uttar Pradesh Export Promotion Bureau (UPEPB) will be the implementing agency for this policy. Established in 1999 under the Department of Micro, Small and Medium Enterprises and Export Promotion, Uttar Pradesh, the objective of the UPEPB is to take the requisite measures for export promotion from the state of Uttar Pradesh. The UPEPB is headed by the Export Commissioner, who is also the Principal Secretary, Department of Micro, Small and Medium Enterprises and Export Promotion, Uttar Pradesh.

Q4. How does the policy support export-oriented infrastructure?

The Export-Oriented Specific Projects (EOSP) Scheme offers a 40% capital subsidy (up to INR 10 crores) for export-oriented infrastructure development. The policy encourages investment in critical infrastructure like testing and certification facilities, packaging units, e-commerce fulfillment centres, etc., aiming to support projects worth at least INR 100 crore for export-oriented projects during the policy period. Additionally, the Niryat Awasthapan Vikas Yojana (NAVY) and Trade Infrastructure for Export Scheme (TIES) initiatives also promote the development of export-oriented infrastructure.

Q5. What kind of financial assistance does the policy offer to exporters?

The Uttar Pradesh Export Promotion Policy 2025-30 offers a comprehensive package of financial assistance schemes for exporters, including support for marketing initiatives, air freight, freight charges up to gateway port, e-commerce onboarding, postage through Dak Ghar Niryat Kendras (DNK), export performance-linked rewards, and export credit insurance.

Q6. Which certifications are eligible for financial assistance under the Marketing Development Assistance Scheme?

The Marketing Development Assistance Scheme provides financial support of up to INR 25 lakh per year to exporting units to support their marketing initiatives. This assistance includes a wide range of activities, including participation in international, domestic, and virtual fairs, securing export-related certifications, sending product samples to buyers, and publicity expenses. Notably, any and all export-related certifications are covered under the ambit of the scheme. A comprehensive list of eligible certifications will be released and reviewed periodically.

Q7. Is it possible to avail financial assistance under the Air Freight Rationalisation Scheme through any air cargo complex in India?

For exporters routing their goods through airports, the air freight rationalisation scheme provides up to 30% of total freight charges or INR 150 per kilogram (whichever is less) up to INR 10 lakhs per unit per year. Both the support provided and maximum limit have been increased for the benefit of exporters. The exporters will receive benefits while routing their cargo from any air cargo complex in the country if the state of origin of exported products is Uttar Pradesh.

Q8. What kind of insurance support is offered to exporters under the policy?

The Export Credit Insurance Support Scheme reimburses up to 50% of the premiums paid to ECGC, up to INR 2 lakh, for small exporters with average export value under INR 5 crore for the previous three financial years.

Q9. How does the policy support ease of doing exports?

The Export Facilitation initiative aims to enhance the ease of doing exports (EoDE) by strengthening institutional coordination, minimising procedural bottlenecks and transaction costs, improving digital integration, and establishing a robust grievance redressal mechanism to foster an exporter-friendly environment in the State. The State Export Strategy Committee ensures better bottom-up collaboration among District Export Promotion Committees (DEPCs) and the State, and also drives top-down ideation of innovative export growth strategies by all stakeholders in the export ecosystem. A digital platform will be upgraded to enable real-time tracking of applications for financial assistance and approvals. Additionally, real-time performance metrics will be published for transparency, and a grievance redressal mechanism will be instituted to address exporter concerns promptly.

Q10. How does the policy promote service exports?

The policy promotes service exports by establishing a Unified Association of Service Exporters, maintaining a database of service exporters, and offering sector-specific training in collaboration with skill councils. It enhances competitiveness through capacity-building programs, an export-oriented curriculum, and infrastructure like plug-and-play facilities and a digital ecosystem for

services. The Market Development Assistance scheme is extended to the service sector to support participation in international fairs and marketing efforts. Additionally, the MICE initiative boosts global networking by incentivising international events in Uttar Pradesh.

Q11. What does the Uttar Pradesh Export Promotion Council do?

The Uttar Pradesh Export Promotion Council (UPEPC) is the State's apex body for advancing export initiatives and fostering a strong export ecosystem. Operating under the Chief Secretary's guidance, it collaborates with government agencies, industry bodies, and exporters to implement policies, provide advisory support, and address sector challenges. UPEPC promotes capacity-building through training programs, facilitates participation in trade fairs, and enhances market access for exporters. Recognising the importance of service exports, it will also work to strengthen the ecosystem for service-sector exporters.

Q12. What is the duration of validity of the Uttar Pradesh Export Promotion Policy 2025-30 and its provisions?

This policy will come into effect from the date of its notification and will remain in effect until the end of fiscal year 2030. The policy framework may be revised earlier to implement course corrections or revise provisions in light of changed laws. In case of any amendments in the policy, any package of incentives already committed by the State Government will not be withdrawn and eligible units will continue to remain entitled to benefits.

Q13. How will the effectiveness of the Uttar Pradesh Export Promotion Policy 2025-30 be monitored and evaluated?

The effectiveness of the Uttar Pradesh Export Promotion Policy 2025-30 will be monitored through a mid-term evaluation and regular beneficiary feedback. via digital grievance and redressal mechanism. A Project Management Unit (PMU) will be set up to oversee policy execution, track implementation, and recommend mid-course corrections. Exporters attending trade fairs will submit reports on their experience, sales, and leads to enhance future export promotion events. Additionally, real-time metrics such as application status, processing times, and disbursement amounts will be published on the UPEPB website using MIS infrastructure to track progress and inform corrective actions.