

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1844**  
**TO BE ANSWERED ON: 11.12.2025**

**MSME PRODUCTS IN GLOBAL MARKETS**

1844. DR. AMAR SINGH:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the Government has taken any steps to enhance market access, export readiness and branding of Indian Micro, Small and Medium Enterprises (MSME) products in global markets and if so, the details thereof;
- (b) the number of MSMEs supported under export promotion or cluster development initiatives during the last five years;
- (c) whether the Government has developed a National MSME branding strategy or any certification to promote Indian products internationally and if so, the details thereof; and
- (d) the outcomes achieved through such initiatives in terms of export value and foreign market penetration?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

(a) to (d): Ministry of Micro, Small and Medium Enterprises (MSME) is implementing “International Cooperation Scheme” to provide financial assistance to facilitate visits/participation of MSMEs in international exhibitions/fairs/buyer-seller meets and for organizing international conferences/seminar/workshops in India. Under this scheme, financial support is also provided to the first-time Micro & Small exporters on Registration-cum-Membership Certification (RCMC) with Export Promotion Councils (EPCs), Export Insurance Premium and Testing & Quality Certification for exports. The scheme provides opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, emergence of new market etc.

During the last five years, i.e. 2020-21 to 2024-25, 1361 MSMEs have benefited from the scheme.

Further, the Government has approved “Export Promotion Mission (EPM)” on 12.11.2025, as a comprehensive framework to strengthen the overall export ecosystem. The Mission will provide a comprehensive, flexible, and digitally driven framework for export promotion, with a total outlay of Rs.25,060 crore for FY 2025–26 to FY 2030–31. Under EPM, support shall be provided through NIRYAT PROTSAHAN, which focuses on trade finance facilitation for MSME exporters, and NIRYAT DISHA, which provide non-financial enablers that enhance market readiness and competitiveness including export-quality and compliance support, assistance for international branding, and participation in trade fairs, export warehousing and logistics, inland transport reimbursements, and trade intelligence and capacity building initiatives.

Micro and Small Enterprises Cluster Development Programme (MSE-CDP) is aimed at enhancing the productivity and competitiveness of MSEs for their holistic development by adopting cluster approach. The Government provides financial assistance to establish Common Facility Centres (CFCs) in existing clusters and for setting up new / up-gradation of existing Industrial Areas / Estates / Flatted Factory Complex.

During the last five years, i.e. 2020-21 to 2024-25, 190 projects have been approved including 82 Common Facility Centres (CFCs) and 108 Infrastructure Development (ID) Projects under Cluster Development initiatives.

Recent trends in Exports of MSME related products reveal that contribution of MSME sector in overall merchandise exports has increased from 45.74% in 2023-24 to 48.55% in 2024-25 in USD value terms.

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