

UTTAR PRADESH EXPORT PROMOTION COUNCIL

MONTHLY NEWSLETTER



DECEMBER 2025 EDITION

Promoting Exports to Propel Growth

Export Promotion Mission to be set up

- To improve export credit, cross-border factoring support, and support to MSMEs to tackle non-tariff measures in overseas markets

'BharatTradeNet' (BTN) to be set up as a digital public infrastructure for international trade

- Unified platform for trade documentation and financing solutions

CABINET CLEARS ₹25,060 CR EXPORT PROMOTION MISSION TO BOOST INDIA'S GLOBAL TRADE

- ₹25,060 cr Export Promotion Mission approved
- Focus on MSMEs, first-time & labour-intensive exporters
- Niryat Protsahan – ₹10,401 cr (export finance support)
- Niryat Disha – ₹14,659 cr (market readiness & branding support)
- Credit Guarantee Scheme – ₹20,000 cr (collateral-free credit for exporters)
- Digital rollout via DGFT to fast-track delivery

INDIA-EFTA TEPA COMES INTO FORCE

- India's first FTA with four developed European nations – Switzerland, Norway, Iceland & Liechtenstein
- USD 100 billion investment & 1 million jobs committed over 15 years
- 92.2% of tariff lines opened by EFTA (covers 99.6% of India's exports)
- India protects sensitive sectors – dairy, soya, coal, pharma & agriculture
- Big gains for services exports – mobility, digital delivery & MRAs in nursing, accountancy & architecture
- Technology, innovation & sustainability cooperation to be major pillars



Trade Intelligence & Analytics (TIA) Portal launched to make trade data accessible to all- even small businesses in remote regions. The platform provides deep insights on global demand, markets and FTAs, empowering exporters to make data-driven decisions.





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EXPORT PROMOTION POLICY 2025–30 ROLLED OUT; INCENTIVE SCHEMES NOTIFIED

Govt Orders issued for key schemes:

- Export Credit Insurance Support — ₹5 lakh per exporter assistance on ECGC premium
- E-commerce Onboarding Assistance — Support up to ₹3 lakh onboarding charges
- Dak Ghar Niryat Kendra (DNK) Support — postal charges support, up to ₹1 lakh per exporter
- First-ever state scheme for service exporters launched to unlock global service trade opportunities
- MICE incentive to attract international trade summits: up to ₹6 lakh per event
- Export-Oriented Specific Projects (EOSP) Scheme — capital subsidy up to ₹10 crore for export-focused infrastructure



UPITS 3.0 CONCLUDES WITH RECORD PARTICIPATION — 2,400+ EXHIBITORS & 1.25 LAKH B2B VISITORS



- Record participation with 2,400+ exhibitors and 1.4 lakh domestic B2B visitors
- 525 international buyers from 85 countries
- Total footfall crossed 5 lakh, reinforcing UP's position as a global sourcing hub
- Russia featured as Partner Country, boosting international business collaboration
- 500+ MSME exporters and 280+ ODOP exhibitors from all 75 districts showcased UP's product diversity
- 31,650+ B2B meetings facilitated between Indian exporters and global buyers
- 3,900+ MoUs signed worth USD 425 million (≈ ₹2,680 crore)
- Business potential expected to exceed ₹12,500 crore (as per FIEO)



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INDIAN INSTITUTE OF PACKAGING (IIP) — NEW FACILITY IN UTTAR PRADESH

Indian Institute of Packaging
Lucknow



- IIP facility sanctioned under TIES; state provides interim infrastructure to start operations
- MoU signed (23 June 2023) between MSME Dept., GoUP & IIP
- AICTE-approved Diploma in Packaging Technology launched (admissions via JEECUP)
- 1st Packaging Institute in UP — set to boost packaging skills & export infrastructure in the state

DISTRICT EXPORT HUB SESSION HELD IN AMROHA TO EMPOWER SMALL & MICRO ENTERPRISES



- DEPC session held in Amroha to empower micro & nano exporters
- Policy briefing + stakeholder interactions at Collectorate
- Field visits to dholak, carpet, garment & wooden handicraft clusters
- Session chaired by District Magistrate; organised by Export Promotion Bureau with participation from DIC Amroha, deAsra Foundation & Pahle India Foundation (Knowledge Partner)





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PRODUCT OF THE MONTH

Ready-made Garments of all Textiles (HSN 61, 62)

India's RMG Exports UP's RMG Exports

USD 15.99 Bn

USD 2.2 Bn (14%)

Current Markets of UP

- USA - 29%
- United Kingdom- 12.7%
- Spain- 10%
- France- 6%
- Germany- 5.8%

Potential Markets **World Imports of RMG**

- Japan (USD 23 Bn)
- Italy (USD 19 Bn)
- Poland (USD 16 Bn)
- Netherlands (USD 16.9 Bn)
- Switzerland (USD 8.3 Bn)

★ SUCCESS STORIES: FROM CRAFT TO COUTURE ★

"HERITAGE TRANSFORMED INTO GLOBAL FASHION FOOTPRINT: A BRAND BUILT ON UNCOMPROMISED CRAFTSMANSHIP"



Founded in 2019 by Sudeep Rajgadhia, Rajgadhia Exports has rapidly emerged as one of Uttar Pradesh's leading exporters of handcrafted zari and embroidery apparel, blending India's traditional needlework with modern design. Beginning on a small production scale, the brand's precision, quality and contemporary styling earned strong traction in international markets, leading to participation in global trade shows and a growing clientele across multiple countries. Today, Rajgadhia Exports not only creates premium embroidered apparel for global buyers but also generates employment and skill-based opportunities locally. Its craftsmanship and international brand appeal were recognised with the prestigious UP Ratna Award 2021, reinforcing its role in taking Indian embroidery heritage to world fashion platforms.



Rajgadhia Exports

"A GRASSROOT ENTERPRISE PROVING THAT WHEN ARTISTRY MEETS ENTREPRENEURSHIP, EXPORTS BECOME A PATHWAY FOR EMPOWERMENT."



Starting with just ₹13,000 at the age of 19, Lucknow entrepreneur Nitesh Agarwal built Triveni Chikan Arts into a ₹3 crore chikankari export enterprise, supplying handcrafted apparel to markets across Africa, Australia, Europe, Singapore, Indonesia, the US and the UK. The business supports 15 direct staff and over 200 women artisans, proving how traditional crafts can create livelihoods at scale. His journey reflects the typical challenges SMEs face — competition from mass-produced garments, pricing pressure, GST and compliance costs, and limited global branding for artisans — yet he continues to expand to new markets with the goal of establishing Triveni as an international brand while empowering women artisans in rural UP.

Triveni Chikan Arts at UPITS 3.0



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UPCOMING FAIRS/EVENTS

Event Name	Dates	Venue	Product Profile	Website
BISUTEX – Madrid 2026	5-7 Feb 2026	IFEMA – Feria de Madrid, Spain	Fashion jewellery, materials,	https://www.ifema.es/en/bisutex
Gulfood	26- 30 Jan, 2026	UAE	Food and Beverage	https://www.gulfood.com/gulfood2026
Biofach	10-13 Feb 2026	Germany	Organic Food	https://www.biofach.de/en
Domotex Hannover 2026	19-22 Jan 2026	Hannover, Germany	Carpets, rugs, woven & area rugs,	N/A
Bharat Tex 2026	24-27 Feb 2026	New Delhi, India	Yarns & fibres, fabrics, apparel &	https://www.bharat-tex.com/
Fruit Logistica	4-6 Feb 2026	Berlin Germany	Fresh Produce (Majorly)	About - FRUIT LOGISTICA
Indusfood 2026	8-10 Jan 2026	Greater Noida, India	Food and Beverage	Indusfood 2026 - Trade Promotion
ACMA Automechanika	5-7 Feb 2026	New Delhi India	Automotive	ACMA Automechanika New

✦ FOR QUERIES/SUGGESTIONS

For any queries, suggestions, or grievances related to exports or the UP Export Promotion Policy 2025–30, exporters are requested to raise tickets through the official portal of Uttar Pradesh Export Promotion Council (UPEPC).

<https://upepc.org/Home/SuggestionForm>

✦ MEMBERSHIP OF UPEPC – MANDATORY TO AVAIL EXPORT INCENTIVES

To avail financial and non-financial incentives under the UP Export Promotion Policy 2025–30, exporters must be registered as members of UPEPC.

For further details, please visit: <https://upepc.org/Home/MembershipDetail>

Stay in Touch..

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