



Exports Promotion Initiatives for Haryana MSMEs

Directorate of MSME



Exports Overview



India's Merchandise Exports

USD 313.36 Billions (FY 19-20)

USD 291.16 Billions (FY 20-21)

Haryana's Merchandise Exports

USD 12.55 Billions (FY 19-20)

USD 12.92 Billions (FY 20-21)

Haryana currently ranks **7th*** in India in total merchandise export



Exports Overview



Haryana's Top Exporting Sectors

1 Textiles & Apparels



2 Automotive & Auto Components



3 Food & Beverages



4 Electrical, Electronics & Machinery



Govt. of Haryana Schemes



Freight Assistance Scheme



Support for credit guarantee through Export Credit Guarantee Corporation



Market Development Assistance



Quality Certification



State Export Awards

Government of Haryana Incentives



Freight Assistance

To make the new exporting of Micro & Small Enterprises competitive in the global market, **freight subsidy upto INR 10 Lakhs** will be provided to defray the transportation cost from premises of the unit to the Seaport/ Air cargo/ International borders including other non-fiscal incentives

State Export Awards

State Export Awards upto **INR 5 Lakhs** each to the Outstanding Exporting Units in the State. The Award is given by the state government to acknowledge and recognize the contribution of Exporters

Export Credit Guarantee Corporation

Reimbursement @**50% of premium paid, maximum up to Rs 1.5 Lakhs per annum per unit** for new Micro and Small Enterprises for a period of 5 years having ZED certification

Market Development Assistance

Financial assistance to MSMEs for participation in international fairs/exhibitions, including **75% of cost incurred (max up to INR 4 Lakhs)** towards space charges, shipment of exhibits, cost of product literature, display material, etc. and up to INR 1 Lakh for air fare

Quality Certification

75% reimbursement (upto INR 10 Lakhs per certification) of the total expenditure incurred for obtaining certifications such ISO/ HACCP/ BSI/ WHO-GMP/ ZED/TS/ Hallmark certifications and other country specific certifications

Other State Government Initiatives



1

A dedicated **Market Development & Exports Promotion Cell** has been set-up within the Directorate to enhance export potential of state MSMEs for entering new markets & increased global value chain participation. ✓

2

Haryana Enterprises and Employment Policy, 2020 has provisioned that **100% Export Oriented Units (EoUs)** shall be **given priority for allotment of land in the Industrial Estates** developed by HSIIDC. ✓

3

The state has also notified **District Export Promotion Councils (DEPCs)** in all 22 districts which are working towards improving the export scenario at the district level. ✓

4

Strategic collaborations with leading private players, **Ebay and Walmart** for promoting cross-border e-commerce platform and integration of Haryana MSMEs in global supply chains. ✓





Thank you!