



**MSME ki baat by Hemant Chutani**

*"Seedhi Baat for Indian Business Owners" | [msmekibaat.com](http://msmekibaat.com)*

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## **Export Badhane Ke Liye Sarkar Ka Bada Kadam: Piyush Goyal Ka 7-Point Agenda**

Sarkar ne Bharat ke exports ko nayi unchaiyon par le jaane aur global market mein Indian MSMEs ka dabdaba badhane ke liye ek powerful **7-Point Action Agenda** shuru kiya hai. Iska main **uddeshya (target)** local manufacturing ko boost karna, chhote vyapariyon ko global market se jodna aur India ko export powerhouse banana hai.

### **1. Exports Ko Banayein Top Priority (High-Level Governance)**

Sarkar chahti hai ki state governments aur industry bodies export ko side business nahi, balki primary focus banayein:

- **Dedicated Committees:** Har state aur district level par dedicated export committees banayi jayengi, jiski rooprekha aap [Ministry of Commerce & Industry](#) par dekh sakte hain.
- **Monthly Review:** Exporters ki ground-level problems aur operational rukawaton ko jaldi solve karne ke liye regular virtual meetings aur structured monthly reviews honge.

### **2. BHAVYA Scheme Aur Land-Labour Reforms**

Manufacturing scale-up karne ke liye zameen aur kanoon se judi pareshaniyon ko aasan banaya ja raha hai:

- **BHAVYA Industrial Parks:** ₹33,660 crore ki lagat se 100 naye modern industrial parks banaye ja rahe hain. Is plug-and-play infrastructure ki poori details [BHAVYA \(NICDC\) Portal](#) par uplabdh hain.
- **Labour & Land Reforms:** States ko 4 naye central Labour Codes jaldi notify karne aur land clearance process ko aasan banane ke nirdesh diye gaye hain taaki nayi factories jaldi shuru ho sakein ([Ministry of Labour & Employment](#)).

### 3. Quality Aur Testing Labs Ka Network

Indian products ko international quality standards par khara utarne ke liye testing infrastructure mazboot kiya ja raha hai:

- **Labs Ka Expansion:** Government, semi-government aur university labs ko modern testing facilities ke liye financial support diya jayega, jiske certification standards [BIS \(Bureau of Indian Standards\)](#) aur [Quality Council of India](#) dwara sanchalit hote hain.
- **Cost Aur Time Ki Bachat:** Isse exporters ka international certifications lene ka kharcha aur time dono kafi kam ho jayega.

### 4. ₹25,000 Crore Ka Export Promotion Mission (EPM)

Chhote vyapariyon (MSMEs) ke liye ye sabse bada financial sahara banne ja raha hai:

- **Certification Mein Subsidy:** Global standards (SPS, TBT compliance aur agri/pharma approvals) lene mein jo bhari kharcha aata hai, uska ek bada hissa sarkar EPM ke zariye bear karegi. EPM guidelines aur form submission ke liye [DGFT Export Promotion Mission Portal](#) visit karein.
- **Policy Sync:** States ko apni local schemes ko central policies ke sath jodna hoga taaki exporters ko maximum financial incentives mil sakein.

### 5. Saste Imported Maal (Dumping) Par Rok

Agar bahar ke desh sasta ya unfair tareeqe se maal dump karke Indian manufacturers ko nuksan pahuncha rahe hain:

- **DGTR Support:** Exporters aur manufacturers seedhe [Directorate General of Trade Remedies \(DGTR\)](#) ke paas apni complaint darj kar sakte hain.
- **Anti-Dumping Duties:** DGTR domestic businesses ko protect karne ke liye anti-dumping aur safeguard duties lagayega.
- **Jan Sunwai:** Grievances ko tezi se nipatane ke liye [DGFT ki online Jan Sunwai Facility](#) shuru ki gayi hai.

## 6. Import Substitution: “Desh Ka Maal Desh Mein Bane”

Sarkar ka simple target hai ki jin cheezon ko hum bahar se import karte hain, unhe identify karke India mein hi banaya jaye:

- **Domestic Supply Chains:** States aur industry bodies milkar un products ki list taiyar karenge jo locally manufacture ho sakte hain, jisse desh ka paisa desh mein rahe aur supply chain strong bane ([Make In India](#)).

## 7. Global Market Access Aur E-Commerce Exports

MSMEs aur pehli baar export karne walon ke liye global market kholne ka solid road-map:

- **Trade Fairs & Delegations:** International exhibitions aur buyer-seller meets mein participate karne ke liye sarkari support milega.
- **Dak Ghar Niryat Kendras:** Har district ko export hub banane ke liye postal export centers ka use hoga, jisse chhota vyapari bhi cross-border e-commerce ke zariye apna maal aasani se videsh bhej sake. Registration ke liye [Dak Ghar Niryat Kendra \(DNK\) Portal](#) par jayein.

### Vyapari Aur MSMEs Fayda Kaise Uthayein? (Actionable Steps)

1. **Official Portals Par Updates Dekhein:** Nayi export schemes, guidelines aur notifications ke liye [dgft.gov.in](#) aur [commerce.gov.in](#) par regular update rahein.
2. **Dak Ghar Niryat Kendra Ka Use Karein:** Agar aap chhota ya e-commerce parcel videsh bhejna chahte hain, toh apne nazdeeki Dak Ghar Niryat Kendra par register karein.
3. **Export Promotion Councils (EPCs) Se Judein:** Apne product category se jude EPC (jaise [FIEO](#) ya [EEPC](#)) ke member banein taaki international fairs aur certification subsidy ka pura benefit le sakein.

**Contact for Assistance & Queries**

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*For any sort of issues or queries, or if you need any other assistance, feel free to message me. Don't forget to follow my Instagram page for regular updates!*

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