

'E-commerce portals helped UP MSMEs increase export by 38%'

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Lucknow: Exports by Micro, Small and Medium Enterprises (MSMEs) in Uttar Pradesh have risen by 38% since the government provided them with a platform on e-commerce websites, said additional chief secretary (MSME) Navneet Sehgal on Tuesday. He was speaking at a dialogue organised by the Confederation of Indian Industry (CII) and Amazon Global Selling on 'Boosting Uttar Pradesh's MSMEs International Trade & Exports through E-Commerce'

The ACS said that UP houses around 15% of the country's MSMEs and more than 1,000 micro units are on various e-commerce platforms because of which MSME exports from the state have risen by 38%.

"The department is undertaking several measures to connect artisans and micro-enterprises with global e-market places along with cloud service provider networks," he said.

Abhijit Kamra, director (global trade), Amazon India, said that to increase the overall share of MSMEs, it was required to leverage new channels of exports. "This is where e-commerce will play a critical role in enabling cross border trade for millions of MSMEs. We launched the Amazon Global Selling program in 2015 to help Indian MSMEs grow and scale through e-commerce exports. Today, the program has 70,000 plus Indian exporters and have cumulatively crossed USD 3 billion in exports. Thousands of Indian MSMEs and entrepreneurs have emerged as successful global brands for toys, Ayurveda, apparel, tea, leather, jewellery etc," he said.

A CII spokesperson said that the session also provided a platform to sellers to share their experience of digital platforms and how they were able to survive the pandemic by tapping into the global network of such platforms.

"One of the biggest challenges of traditional channels of exports is the inability of smaller businesses to participate in the process and be a part of the global value chain. E-commerce creates a level playing field for businesses to access foreign markets," Kamra added.

CP Gupta, chairperson, CII Uttar Pradesh State Council said that there is a need for a strong branding and marketing strategy for Indian MSME products, especially made by micro, tribal and rural enterprises.

Kiron Chopra, chairperson, CII UP MSME Panel, stated that CII is actively engaged with MSMEs with the aim to provide opportunities to them to expand and export across the globe.