

Uttar Pradesh: From local to global, UP drafts ambitious export policy 2025–30 to achieve Rs 50 Billion target

Uttar Pradesh is drafting a new Export Promotion Policy 2025 – 2030 to boost its share in national exports and raise total exports to Rs 50 billion. The policy will offer enhanced incentives, focus on priority sectors, and promote e-commerce and small exporters

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Representative Image

In a strategic initiative to strengthen Uttar Pradesh's role in India's export landscape, the state government is formulating a comprehensive Export Promotion Policy for the 2025 – 2030 period. This new framework is being developed with a twin focus: to elevate UP's share in national exports and to push the total value of the state's exports to Rs 50 billion by 2030. The announcement, made by the state's Industrial Development Minister Nand Gopal Gupta 'Nandi', highlights the government's strategic intent to transform UP into a globally competitive export hub, leveraging its industrial potential and sectoral strengths.

At a time when India is aggressively working towards becoming a \$5 trillion economy, states like Uttar Pradesh are being seen as crucial engines of economic growth. The new export policy is expected to be a cornerstone in achieving UP's own aspirational goal of becoming a \$1 trillion economy. The minister emphasised that the upcoming policy will not only streamline existing support schemes for exporters but also introduce new initiatives tailored to emerging global market trends, e-commerce, and small-scale exporters.

Currently, Uttar Pradesh contributes significantly to India's exports, especially in sectors like handicrafts, leather goods, textiles, and engineering products. However, officials believe the state's potential remains underutilized. Despite being one of the most populous and industrially vibrant states in India, UP still lags behind states like Gujarat and Maharashtra in export value. The new policy seeks to close this gap by unlocking local potential and bridging infrastructural, procedural, and financial challenges faced by exporters.

"The vision behind the policy is not limited to boosting export numbers," stated Minister Nand Gopal Gupta 'Nandi'. "Our aim is to connect Uttar Pradesh's industries with global supply chains, enhance their competitiveness, and create opportunities for even the smallest businesses and entrepreneurs to thrive in international markets."

The policy identifies a wide range of sectors for focused development and export support. These include traditional strengths such as textiles, leather, woodwork, and glassware, along with modern industries like IT and IT-enabled services (ITES), logistics, education, medical tourism, and e-commerce. Each of these sectors has been chosen based on their historical performance, future potential, and employment generation capacity.

For example, the glass and ceramic industry of Firozabad, the sports goods sector in Meerut, and the wooden handicrafts from Saharanpur have long enjoyed international demand but face challenges related to packaging, certification, freight costs, and marketing. The new policy intends to directly address such issues through enhanced schemes and financial support.

Among the most notable revisions is the significant increase in financial aid under the Marketing Development Assistance (MDA) Scheme. Exporters will now be eligible for assistance up to Rs 2.5 million annually, a notable jump from the current limit of Rs 1.6 million. This assistance will help exporters build marketing capacity, develop branding strategies, participate in trade exhibitions, and reach newer markets.

Additionally, support for participation in international trade fairs will be increased from Rs 300,000 to Rs 450,000, thereby allowing smaller exporters to showcase their products globally. Exporters will also receive 75% reimbursement of expenses related to obtaining international certifications, which are crucial for gaining access to overseas markets, especially in Europe and North America. This reimbursement too will be capped at Rs 2.5 million per exporter annually.

Recognizing the logistical challenges that exporters often face, especially those located far from major ports, the policy will double the freight subsidies offered under the Gateway Port Freight Subsidy Scheme. This is a major relief for exporters operating from landlocked regions like central and eastern UP, who often bear high transportation costs to reach ports in Gujarat, Maharashtra, or West Bengal.

Another groundbreaking change is the extension of freight subsidy to LCL (Less-than-Container Load) shipments. Previously, only exporters who shipped full container loads were eligible for assistance. The new provision ensures that even small and medium-sized exporters can now benefit from government support, promoting inclusivity and encouraging participation from smaller towns and rural industrial clusters.

In line with global trends and the post-pandemic digital shift, the policy will place special emphasis on promoting e-commerce exports. The E-commerce Onboarding Assistance Scheme will reimburse up to 75% of listing fees on international e-commerce platforms like Amazon Global, eBay, and Alibaba, with a cap of Rs 300,000 per exporter in the first year. This move is expected to democratize exports, making it easier for micro, small, and medium enterprises (MSMEs) and individual entrepreneurs to reach global consumers directly.

To ensure transparency, reduce delays, and eliminate bureaucratic hurdles, the new policy will introduce a comprehensive online system for tracking applications, disbursements, and performance metrics. Exporters will be able to apply for subsidies, submit documentation, and receive approvals through a dedicated online portal, which will be integrated with departmental monitoring systems. This digital shift is expected to reduce corruption and increase accountability while making the process easier for exporters.

Moreover, this data-driven approach will allow the government to track which schemes are performing well, which sectors are growing, and where policy adjustments are needed. It will also make it easier to measure the contribution of different districts and clusters to the state's overall export growth.

A key pillar of the new export policy is employment generation. By expanding support to more sectors and increasing the reach of government schemes, the policy aims to create lakhs of new jobs, especially in rural and semi-urban areas. The government expects that greater export activity will lead to increased demand for skilled labor, thereby stimulating job creation in manufacturing, logistics, packaging, marketing, and IT services. Given that MSMEs make up over 80 per cent of UP's industrial landscape, special efforts will be made to enhance their global competitiveness. These include providing easier access to export financing, training and capacity-building programs, and collaborations with global agencies for quality improvement and technology upgradation.

In this regard, the state plans to expand its network of Export Facilitation Centers (EFCs), which act as support hubs offering guidance on documentation, market research, product adaptation, and funding schemes. The policy aligns closely with the national objectives laid out under India's Foreign Trade Policy and the "Make in India" initiative. It also supports the Sustainable Development Goals (SDGs), especially those related to economic growth, industry innovation, and decent work. UP's growing role in the national economy means that its performance will have a direct impact on India's ability to meet these global commitments.

The government is also exploring partnerships with foreign embassies, trade councils, and export promotion councils to open new markets and identify opportunities for UP-based exporters. Roadshows, business summits, and bilateral trade visits will be encouraged under the new policy, building international linkages and visibility for local products.

The Export Promotion Policy 2025 – 2030 is not just a document of intent, but a strategic roadmap that reflects Uttar Pradesh's broader economic vision. With a population of over 240 million, abundant natural resources, a rich craft heritage, and a steadily improving infrastructure, UP is well-positioned to become a global export hub.

As India races towards its \$5 trillion economy goal, the efforts of individual states like Uttar Pradesh will play a decisive role in achieving that milestone. The upcoming Export Promotion Policy 2025 – 2030 is a forward-looking, inclusive, and well-structured initiative that recognises the importance of exports in driving industrial growth, job creation, and economic development. By addressing long-standing challenges, offering substantial incentives, and adopting a transparent and tech-enabled approach, UP is setting a new benchmark for state-level export promotion in India.