

'New export policy to boost trade'

TIMES NEWS NETWORK

Lucknow: The state cabinet approved the new Export Promotion Policy 2025-30 on Tuesday.

Minister for industries and infrastructure development, export promotion **Nand Gopal Gupta Nandi** said the policy is expected to be beneficial for exporters considering the current challenges.

"The policy, which will be implemented soon, includes expansion in the service sector, e-commerce, onboarding assistance schemes, export performance-based incentive schemes, postal export centre



assistance schemes and export credit insurance assistance schemes. Additionally, provisions have been made for grants on ECGC coverage expenses and performance-linked incentives, which will especially benefit new exporters and startups," he said.

Adding that the new export promotion policy aims to encourage startups and new exporters, he stated: "Priority will also be given to ODOP items in exports. He said the goal is to double the state's exports by 2030.

He said the policy includes a provision for financial assistance of up to Rs 1 lakh for digital marketing and catalogu-

ing of products. "For organising virtual fairs and exhibitions, a maximum of Rs 25,000 will be provided. The policy also includes a provision to cover 75% or up to Rs 25 lakh of the expenses for product certification abroad," he said.

Nandi said the policy focuses on electronics, handicraft, engineering products, textiles and textile products, carpets, agriculture and agricultural materials, chemical and pharmaceutical products, leather products, sports products, glass and ceramic products, wooden products, service sector, education, medical, travel, transportation, logistics, tourism and hospitality, IT and ITES sectors.