

Govt extends targeted fin, institutional support to exporters

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Flagship initiatives such as the Uttar Pradesh Export Promotion Policy, One District–One Product (ODOP) scheme, development of Common Facility Centres, logistics reforms, improved road connectivity and establishment of dry ports played a crucial role in boosting export readiness.

The govt also extended

UP International Trade Show emerged as a key platform connecting MSMEs and artisans with international buyers

targeted financial and institutional support to exporters, including reimbursement of freight charges, assistance for participation in national and international trade fairs, quality certification support, e-commerce onboarding subsidies, courier and air-freight reimbursements and export credit guarantees. These measures helped reduce cost burdens and improve the global competitiveness of UP-based exporters.

The Uttar Pradesh International Trade Show, organised for the past three years, emerged as a key platform connecting MSMEs and traditional artisans with international buyers. Officials said this helped local enterprises enter new markets and increase export orders.