

Government of India
Ministry of Commerce and Industry
Directorate General of Foreign Trade
Udyog Bhawan, New Delhi

Dated the 23rd May, 2022

O&M Instruction No. 2/2022

Sub: Establishment of Trade Promotion Wing in Regional Authorities of DGFT- reg

Trade Promotion is an important function in all notable trade divisions/departments – involving assessment of export demand & strengthening of domestic supply.

2. As part of restructuring of Department of Commerce, it is proposed to set up Trade Promotion wing under the Department of Commerce. The objective of Trade Promotion wing is to work towards promoting exports from India through the identification of focus products / sectors / markets, robust target setting, strong industry collaborations, training & advisory and State/District initiatives.

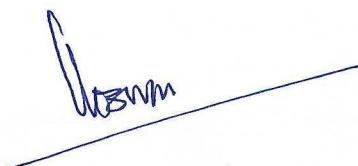
3. As a part of this initiative, creation of Trade Promotion Division is envisaged in the DGFT Regional Authorities to strengthen exporter connect and drive effective grass-root initiatives. The Division will focus on the following 4 major activities:

- A. State Initiatives
- B. Exporter Advisory & Industry Relations
- C. Exporter Training
- D. Trade Events

4. In the initial phase, the implementation is being planned in select DGFT RAs as a pilot project. The key objective of the pilot project is to work out the required organizational structures and processes as well as capture feedback / learning for further scale-up in all the RAs.

5. The following RAs have been selected for the pilot project:

- i. RA Mumbai
- ii. RA Bangalore
- iii. RA Kolkata
- iv. RA Cochin
- v. RA Ludhiana
- vi. RA Jammu



6. The following activities have been identified for the Trade Promotion Wing of the identified RAs:

	Policy & State Liaising	Exporter Training	Exporter Advisory & Industry Relations	Marketing & Trade Events
Charter & key processes	<ul style="list-style-type: none"> • Liaise with state governments to drive required policy changes / issue resolution • Drive initiatives to support achievement of state export targets • Drive initiatives to improve infrastructure and improve credit access to exporters 	<ul style="list-style-type: none"> • Capture training needs assessment through inputs from exporters, EPCs, & state govt. (e.g., sector, overseas market, trade domain, FTA etc.) • Publish training calendar • Empanel required institutions • Liaise with institutions to co-create, adapt & deliver trainings (digital / class) • Feedback / impact assessment of delivered trainings 	<ul style="list-style-type: none"> • Liaising with EPCs, industry bodies to drive info dissemination • Identification of high potential exporters • Liaising with missions for relevant opportunities for focus exporters • Delivery of advisory for emerging exporters <ul style="list-style-type: none"> ○ Key trends & opportunities ○ New exporter support ○ Business planning ○ Capacity & product depth increase ○ Branding support ○ Trade finance 	<ul style="list-style-type: none"> • Organizing state level events & buyer-seller meets; tracking business generated • Mobilizing participation for relevant international events
Expected Outcomes; Metrics to be tracked	<ul style="list-style-type: none"> • State govt. / ministry actions identified • State govt. / ministry touchpoints scheduled • State govt. / ministry touchpoints completed 	<ul style="list-style-type: none"> • Exporter panel constituted for need assessment (diversity of maturity, district, sector) • Exporter training needs identified • Training materials delivered via identified channels • Feedback from panel on delivered material 	<ul style="list-style-type: none"> • Exporter walk-ins • Issues resolved • Industry associations identified • Businesses covered by industry associations • Touchpoints with industry associations • High potential exporters identified for 	<ul style="list-style-type: none"> • Buyer-Seller Meets organized • Unique exporters covered • Unique exporters covered • Value of potential business reported by exporters • Relevant 3rd

			advisory <ul style="list-style-type: none"> • Opportunities identified via missions • Advisory material created 	party events identified <ul style="list-style-type: none"> • Unique high-potential exporters registered for identified events
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7. In this regard, it is informed that Head of these RAs are expected to drive this initiative with full support and vigor and provide regular feedback before scale-up to other such DGFT RAs/State Offices is taken up. As immediate next steps, they are requested to action the following:

1. Issuance of 'Work Allocation' order-

- a. A suitable work allocation order needs to be issued by RAs to **setup Trade Promotion wing**.
- b. Suitable officers at the level of Assistant DGFT and above for the 4 major activities outlined and Deputy DGFT and above for the Export Promotion Wing/Division may be assigned as part of the work allocation order of the RAs.
- c. Relevant Trade Notices may also be issued for the Trade/Industry/EPCs to apprise them of the new role of the RAs in providing trade facilitation support to the exporters/manufacturers.

2. Finalization of Action Plan

- a. Finalization of **2-5 priority products/sectors and key districts** to focus Trade Promotion efforts during the pilot phase, aligning with the work currently being done under Districts as Export Hubs initiative:
 - i. Documentation of **current production/export performance from state** by sector & overseas markets
 - ii. Identification of **potential markets for the identified product/sector**
 - iii. Identification of **key actions required at state level** to boost exports of the targeted sectors
- b. **Constitution of panel of high potential / prospective exporters** for need assessments & feedback of initiatives

3. Creation of Suitable Facilities

- a. RAs are requested to setup **suitable physical infrastructure** to create a welcoming & courteous environment including seating, meeting rooms, signboards, banners, drinking water coolers, clean toilets, etc.

- b. **Maintaining facility of walk-Ins** for exporters to raise & seek resolution of specific issues.

8. As part of the governance mechanism for the same, RAs are requested to comply with the following:

- a) **Provide progress update, inputs, suggestions in a pre-aligned format (to be shared)**
- b) **Participate in a weekly review touch point** – to report the progress of pilot initiatives, capture status of success metrics and derive key learnings

9. A meeting with the RAs will be scheduled this week to align on next steps. Point of Contact from the HQ will be available to support the required changes and provide clarity where required.

10. DGFT RAs are requested to go through the above mandate and provide their initial suggestions/feedback by 27th May, 2022 to flag any concerns or suggestions or assistance required for setting up of the Trade Promotion Wing efficiently in RAs.



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To

Concerned DGFT Regional Authorities

Copy to:

- 1. PPS to CS
- 2. PS to DGFT
- 3. PS to Additional DGFT (VK)

(Issued form F.No. 01/36/218/04/2022-O&M)