



Government of India

Department of Commerce

Ministry of Commerce & Industry

GOING PLACES

**Initiatives and Achievements
of the Department of Commerce,
2014-15**



“The government must nurture an eco-system where the economy is primed for growth; and growth promotes all-round development. Where development is employment-generating; and employment is enabled by skills. Where skills are synced with production; and production is benchmarked to quality. Where quality meets global standards; and meeting global standards drives prosperity. Most importantly, this prosperity is for the welfare of all. That is my concept of economic good governance and all round development.”

Mr Narendra Modi
Prime Minister of India



“Manufacturing in India can be much more than what it is today, from the point of view of what it contributes towards the GDP. When I say manufacturing in India, both in volume and value, I include our exporters, who even in difficult times have kept their nose above water.”

Ms Nirmala Sitharaman
Minister of State (Independent Charge)
Commerce and Industry



■ Vision and Mission

The long-term vision of the Department is to make India a major player in the world trade by 2020 and assume a role of leadership in the international trade organizations commensurate with India's growing importance.

DOC's goal is to increase India's exports of merchandise and services from the present level of 465.9 billion USD (2013-14) to approximately 900 billion USD by 2019-20 and raise India's share in world exports from present 2% to 3.5%.

■ Strategic Initiatives and Priorities

- Diversification of export product basket
- Diversification into non-traditional markets and conclusion of ongoing FTA negotiations and initiating new FTAs
- Strengthening export related infrastructure
- Enhancing credit flows for exports at lower cost
- Reducing Transaction Costs
- Diversification of Services exports
- Building up a Brand Image of India
- Support to Plantation Sector
- Protection to sensitive domestic industries



Global Economic Situation and World Trade in 2014-15

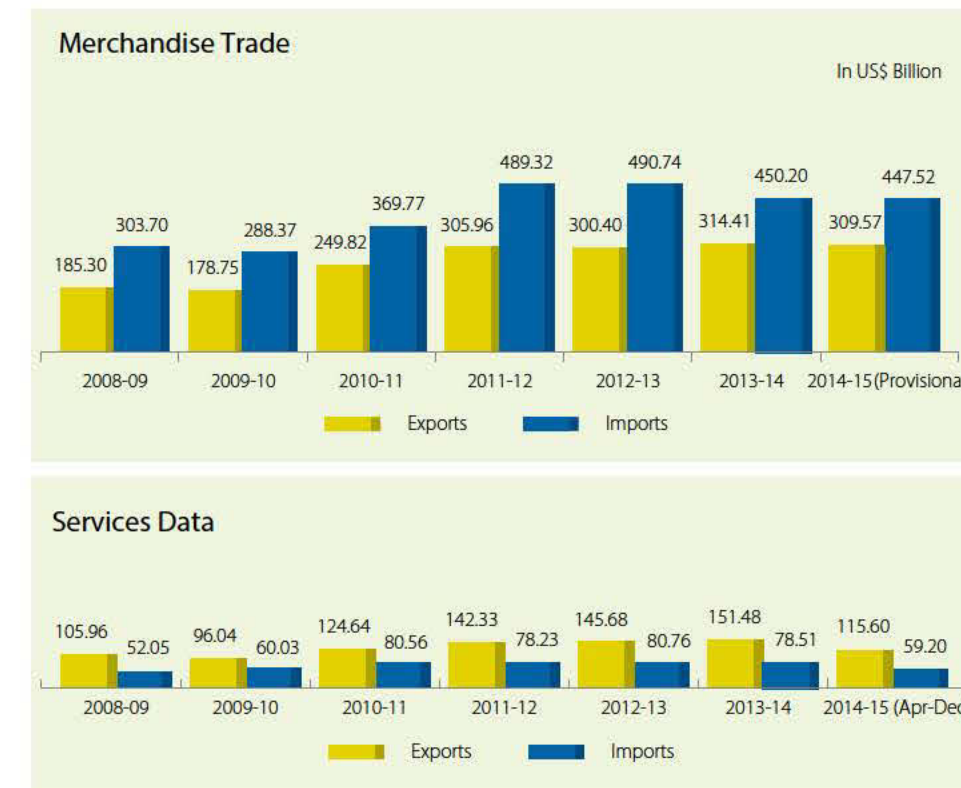
IMF in its World Economic Outlook (WEO) released in April 2015 has projected global growth for 2015 and 2016 to be at 3.5% and 3.8% respectively, a 0.1% increase for 2016 projection from the January 2015 WEO. As per IMF, world output growth remained at 3.4% for 2014.

As per IMF, India maintained a percentage growth of 7.2% for 2014. India's growth projection for the year 2015 and 2016 is marked at 7.5% for both the years respectively. However, a noteworthy fact here is that India's growth forecast for the year 2016 surpasses for China by 1.2%. India's growth is projected to be higher than all the BRICS nation countries for the year 2016.

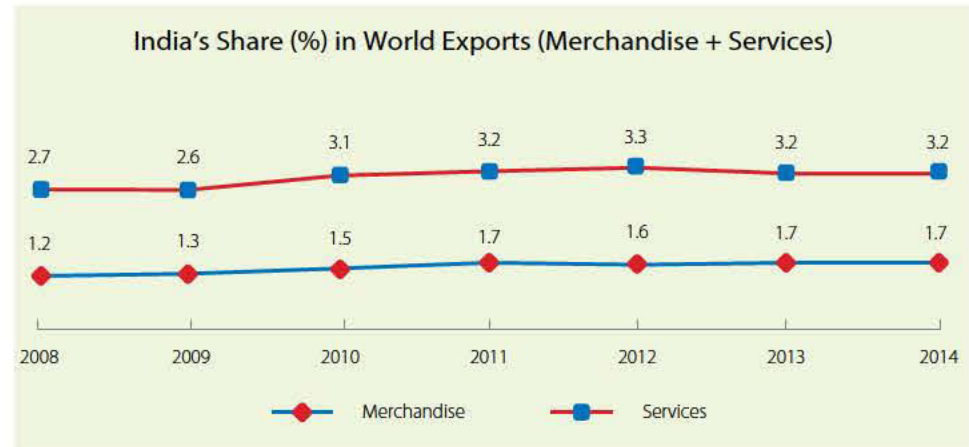
As per World Trade Organization's (WTO) in its Press Release in April 2015, growth in the volume of world merchandise trade will pick up only slightly over the next two years, rising from 2.8% in 2014 to 3.3% in 2015 and eventually to 4.0% in 2016. WTO has marked down its projection for Global trade growth in comparison to earlier forecast made in September 2014, where it projected global trade to grow at the rate of 3.1% in 2014 and by 4.0% in 2015.

India Trade Story

The latest services data of RBI pertains to Apr-Dec (Q III) of 2014-15

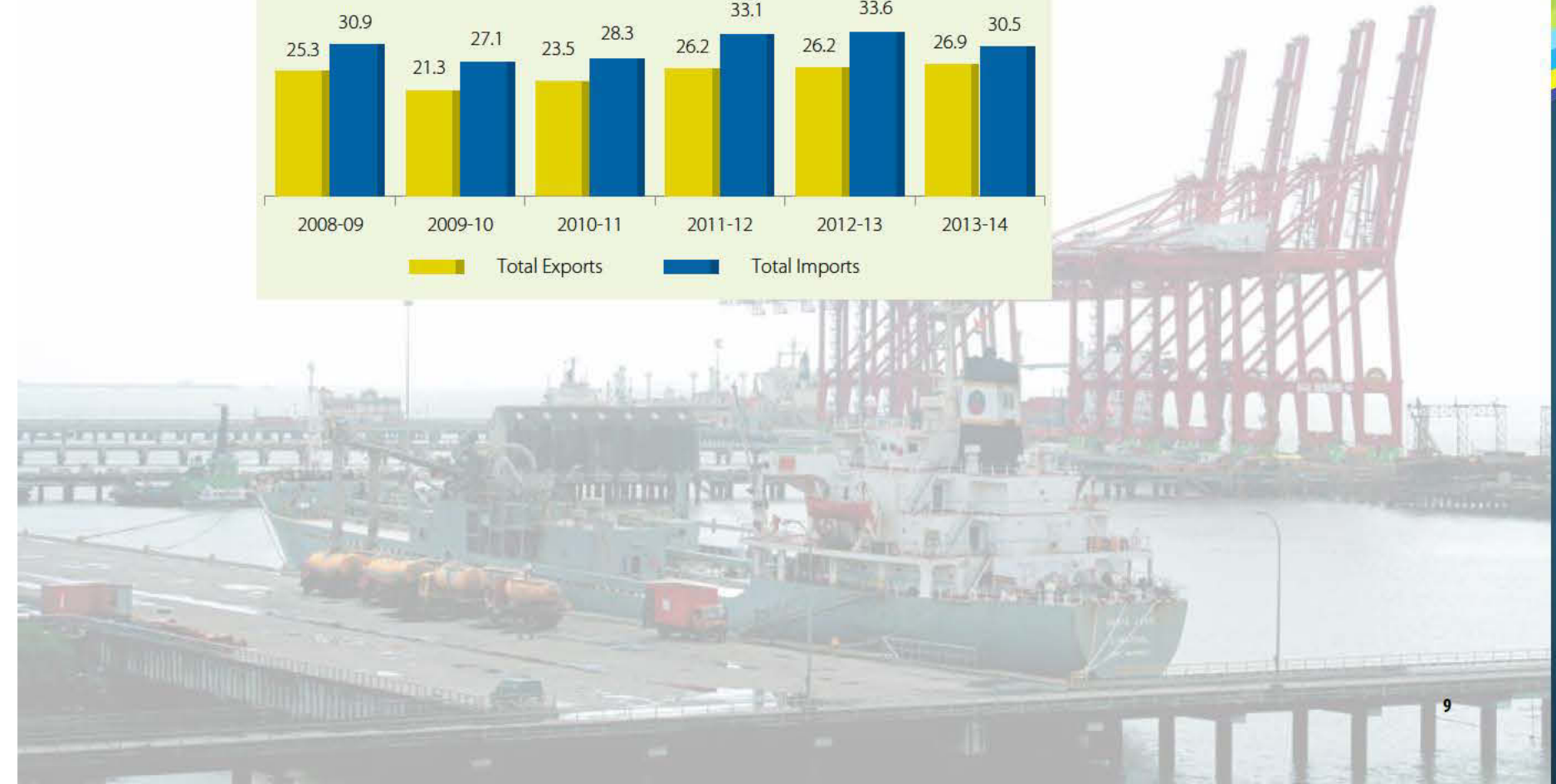


Source: RBI



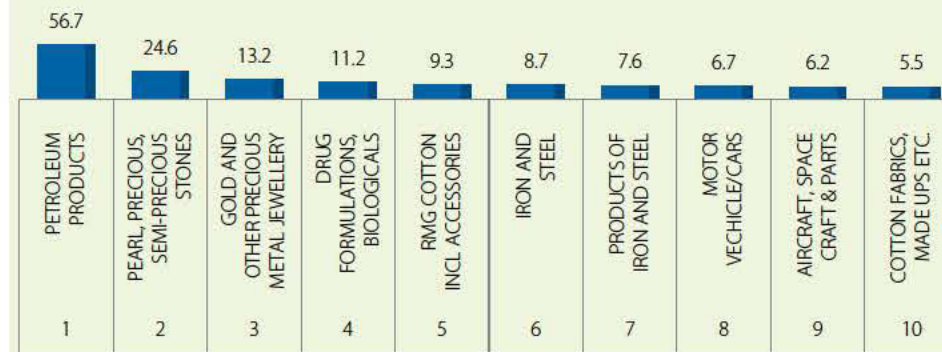
Source: WTO

India's Trade as % of GDP

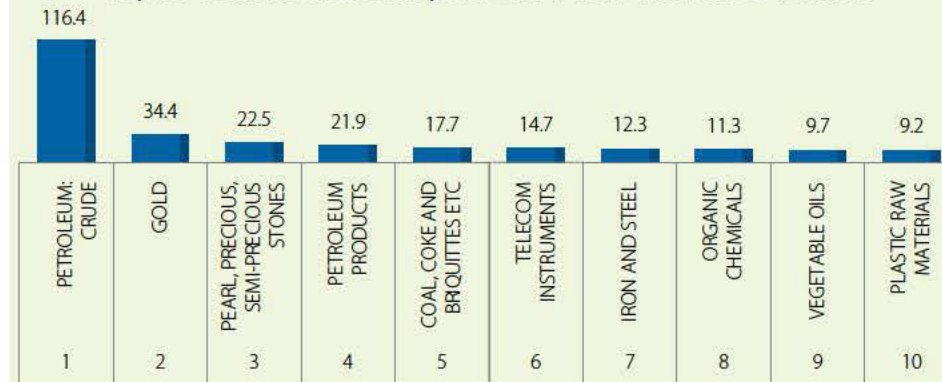




Top 10 Commodities of Exports 2014 -15P, Value in US \$ Billion



Top 10 Commodities of Imports 2014 -15P, Value in US \$ Billion



Source: DGCI&S

Key initiatives taken are:

FOREIGN TRADE POLICY (FTP) – 2015-20

- Provides a stable and sustainable policy environment for foreign trade in merchandise and services
- Links rules, procedures and incentives for exports and imports with other initiatives such as
 - Make in India
 - Digital India and
 - Skills India
- Promotes diversification of India's export basket by gaining global competitiveness
- Focuses on expanding India's trade and better integration with major regions
- Provides a mechanism for regular appraisal in order to rationalise imports and reduce trade imbalance
- Introduces two new schemes
- 'Merchandise Exports from India Scheme' (MEIS) for export of specified goods to specified markets and 'Services Exports from India Scheme' (SEIS) for increasing exports of notified services.
- These replace multiple schemes earlier in place
- FTP supports 'Make in India' through measures to encourage procurement of capital goods from indigenous manufacturers.



- E-Commerce exports of employment creating sectors supported under 'Merchandise exports from India Scheme' through courier or foreign post offices
- Benefits of both the reward schemes (MEIS and SEIS) extended to units located in SEZs
- Specific measures to facilitate entry of new entrepreneurs and manufacturers in global trade through extensive training programmes
- Trade facilitation and enhancing the ease of doing business are other major focus areas in this new FTP. One of the major objectives of the FTP is to move towards paperless working in a 24x7 environment

■ Ease of Doing Business – Initiatives by DGFT

- Online issuance of Import export code (IEC)
- Online filing of documents/ applications and Paperless trade in 24x7 environment
- Online inter-ministerial consultations
- Simplification of procedures/processes, digitization and e-governance
- Communication with Exporters/Importers through email and SMS
- Online message exchange with CBDT and MCA
- Online applications for refunds
- Self certification by 3, 4 and 5 Star Status Holders for Landing Certificates
- Reduced mandatory number of documents to do Import Export trade from six earlier to three
- E-trade project facilitates users to carry out all their foreign trade related regulatory and other compliances online
- Indian trade portal provides vital information on about 42 export markets
- The e-TRADE project of Department of Commerce facilitates users to carry out all their foreign trade related, regulatory and other compliances online. The project emphasizes automation of internal processes by user agencies for quicker processing of trade requests. Transparency is induced in the system by reduced personal interface of importers/exporters with Government agencies.

WTO MATTERS

- **India's Strong Stand in the WTO**

Ministerial Decision for an Agreement on Trade Facilitation and Public Stockholding for Food Security Purposes

The Ninth Ministerial Conference of the WTO held in Bali from 3 to 7 December 2013 had resulted in ten Decisions in the area of agriculture, Trade Facilitation, development and Least Developed Countries (LDCs). Amongst these Decisions, two Ministerial Decisions are of particular significance for India – the Ministerial Decision for an Agreement on Trade Facilitation and the Ministerial Decision on Public Stockholding for Food Security Purposes.

The implementation of the decisions after the Bali meeting was a matter of concern as the focus of the developed countries was only on the Trade Facilitation Agreement. India was concerned about the lack of progress in the implementation of the other decisions of interest to the developing countries, particularly the decision on Public Stockholding for Food Security Purposes, a proposal from a group of developing countries including India.

India took the stand in July 2014 that, without a firm commitment of outcomes on the other Bali Decisions, including on public stockholding for food security purposes; it would be difficult to join the consensus on the Protocol of Amendment to incorporate the Trade Facilitation Agreement (TFA) into the umbrella WTO Agreement.

After much discussion bilaterally and in the WTO, matters were resolved on 27 November 2014, the General Council of the WTO adopted a Decision on Public Stockholding for Food Security Purposes, a Decision on the Trade Facilitation Agreement and a Decision on Post Bali Work.

- **India's Preferential Offer in Trade in Services to the Least Developed Countries (LDCs)**

As a follow up of the decisions of the WTO Ministerial Conferences to operationalise the decision of the LDC waiver, India has made a Statement in the WTO on 5th February, 2015 on India's Preferential Offer in Trade in Services to the Least Developed Countries (LDCs). India has indicated preferential treatment to LDCs in the following three areas:

- Visa related issues;
- In respect of Technical Assistance and capacity building; and
- In respect of Article XVI of the GATS (Market Access).



MEASURES TO PROMOTE SERVICE SECTOR EXPORTS

- The Services sector has been a major force in driving growth in the Indian economy for more than a decade. Services contribute around 60% to the GDP of the country, 35% to employment, 25% to total trade, around 40% to exports, 20% to imports and account for more than 50% of FDI into the country.
- Till 2014-15, for the period April to December 2014, India's Service exports were US\$ 115.60 billion and imports were US\$ 59.20 billion, so there was a net surplus in Services trade.
- Global Exhibition on Services (GES)-2015 –
 - Department of Commerce, Government of India, Services Export Promotion Council (SEPC) and the Confederation of Indian Industry (CII) joined hands to organize the first ever Indian Global Exhibition on Services (GES) held from 23-25 April 2015 at Pragati Maidan, New Delhi. The Hon'ble Prime Minister of India inaugurated the exhibition.
 - The main objective of the Global Exhibition on Services was to serve as a platform to enhance strategic cooperation and develop synergies between competitive players of the services sector in India with their global counterparts. About 60 countries and 18

Indian states participated in GES 2015. The exhibition saw 350 exhibitors exhibiting their services and about 3000 B2B meetings taking place. Seminars on various services sectors were also held.

- The focus sectors in GES were IT & telecom, tourism, media & entertainment, healthcare, logistics, professional services, education, R&D, space and SMEs in services.

INDIA TRADE PORTAL

The Indian trade portal (www.indiantradeportal.in) got upgraded and launched on 8th December, 2014. It now provides vital information on 42 countries in a user friendly manner in 4 easy steps, which is of immense help to our exporters. It makes available important data like (i) MFN tariff, (ii) Preferential tariff, (iii) Rules of Origin (RoO) and (iv) Non-tariff measures and help our exporters to utilize the FTAs and capture export opportunities. It is also being used in FTA outreaches.

HARMONISATION OF DOMESTIC STANDARDS

A Standards Conclave was organized in April, 2014 in the context of changing scenario of international trade, where standards and technical regulations have become more important than tariff. The objective was



to find out gaps in India's preparedness in this matter. An Outcome Document of the conclave was prepared providing a roadmap of reforms. Follow up Regional Standards Conclaves are scheduled to be held in 6 (six) cities starting with Mumbai, where it was held on 30th April, 2015. In addition the next annual National Standards Conclave has been held on 21-22 May, 2015 at New Delhi.

SPECIAL ECONOMIC ZONE (SEZ)

- Dual use of Infrastructure:

To facilitate creation of social & commercial infrastructure and other facilities in Non Processing Area (NPA) of Special Economic Zone, Government vide notification G.S.R. 5(E) dated 02.01.2015 has allowed dual use of facilities in NPA both by SEZ and non-SEZ entities. This will help in optimum utilization of infrastructure set-up in SEZs.

- Extension of ICEGATE to SEZ Online System:

To facilitate paperless transaction for movement of goods for imports and exports from SEZs to Ports, integration of Customs ICEGATE system to SEZ Online system have been launched on pilot basis from Madras SEZ on 19.01.2015. The programme is running successfully. Regular meetings

in the matter are taking place between Nodal Officers of Department of Commerce and Department of Revenue to iron out technical/operational issues. Further, training/user awareness programme amongst SEZ importers/exporters are being conducted at all SEZ Zones in coordination with NSDL, before the national roll out of the programme likely to be held in the month of May-June, 2015.

- Standardization of practices, procedures and forms:

For ensuring standardization of practices, procedures and forms in all Zones across the country, mapping of activities related to Developers and Units in SEZs was done and timelines for these activities has been prescribed and launched on 14.08.2014 in all SEZ Zones.

- Digitization and on-line processing of works related to SEZs

A pilot module on digitization and online processing of works related to SEZ Developers and units was prepared. In the first phase five activities of the Developers and twelve activities of the Units have been digitized and implemented in all SEZs w.e.f 01.11.2014. In the second phase seven activities of Developers and eight activities of Units have been digitized and implemented in all SEZ Zones w.e.f 13.2.2015.

- Setting up of IFSCs in SEZs:

The Central Government vide S.O 968(E) dated 08.04.2015 have notified for setting up of Units in an International Financial Services Centre (IFSC) in SEZs. This will result in opening of new avenues in SEZs, particularly in bringing the international financial services like off-shore banking units, insurance/re-insurance business/international stock trading etc. in India.

PLANTATION SECTOR

Digitisation: 100% digitisation has been achieved in all major Spices Board offices including its Head office in Kochi and offices in NER. The Coffee Board has already digitised the licensing of importers and exporters. National Institute of Smart Government has started work on digitising the licensing and subsidy disbursement functions of the Tea Board.

TEA

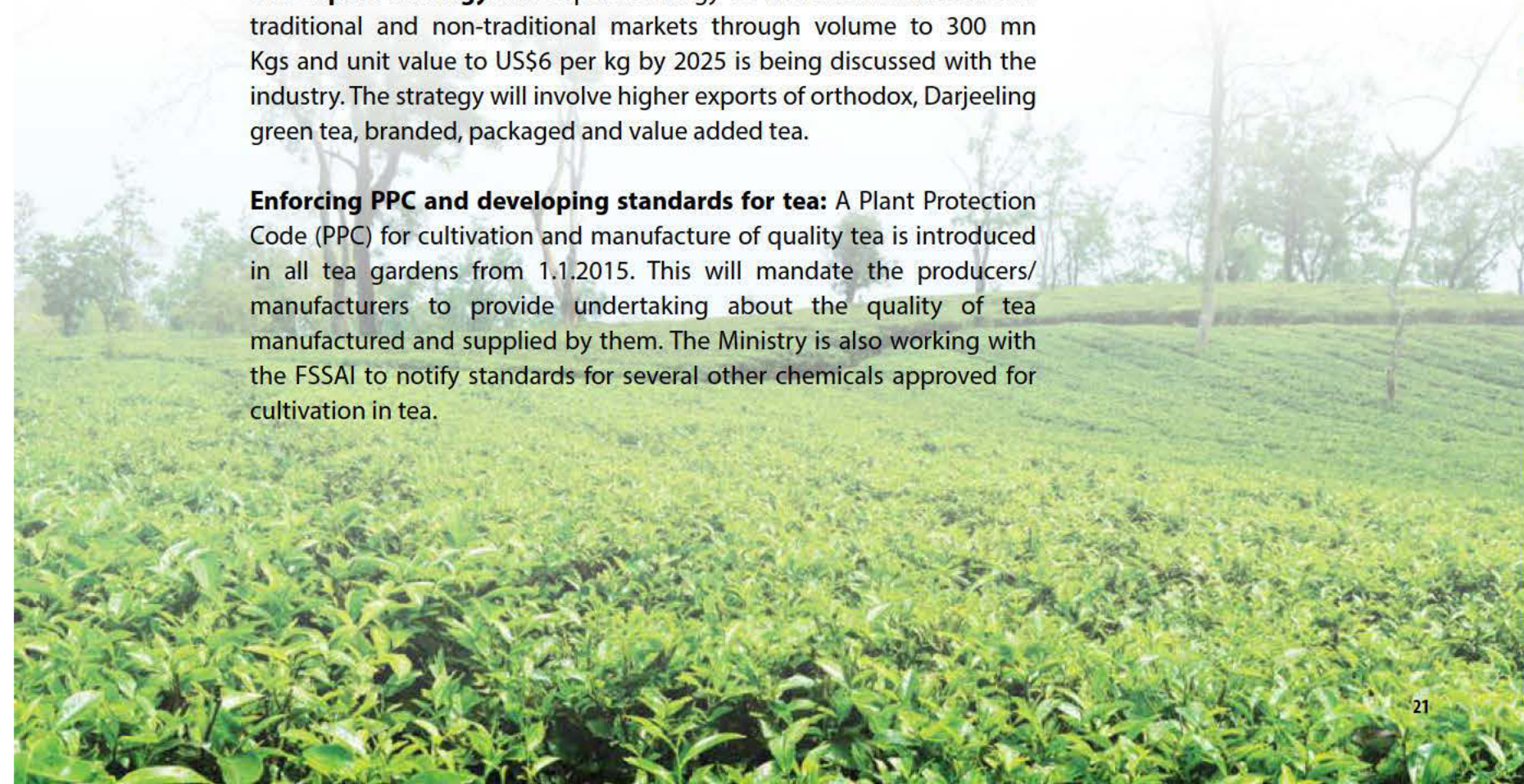
'Trust Tea': A sustainability code – named as 'Trustea', has been launched by the Tea Board in collaboration with the industry and other stakeholders to certify the sustainability of Indian tea. The code which is now under pilot phase encompasses all aspects of tea production and seeks to



embrace sustainability principles to boost productivity, maintain safety standards to improve quality compliance, and include all stakeholders in the mainstream.

Tea Export Strategy: An export strategy to increase India's share in traditional and non-traditional markets through volume to 300 mn Kgs and unit value to US\$6 per kg by 2025 is being discussed with the industry. The strategy will involve higher exports of orthodox, Darjeeling green tea, branded, packaged and value added tea.

Enforcing PPC and developing standards for tea: A Plant Protection Code (PPC) for cultivation and manufacture of quality tea is introduced in all tea gardens from 1.1.2015. This will mandate the producers/manufacturers to provide undertaking about the quality of tea manufactured and supplied by them. The Ministry is also working with the FSSAI to notify standards for several other chemicals approved for cultivation in tea.



RUBBER

Expanding rubber cultivation: A Plan for expansion of Rubber cultivation in the North east Region and LWE affected districts has been drawn which will be implemented with cooperation of various Ministries and Agencies including the M/DONER, MoEF, and M/RD.

Expert Committee on Policy for Natural Rubber: A Policy for development of Natural Rubber sector is being formulated to address demands of the rubber industry and growers.

SPICES

Codex Committee: The Codex Alimentarius Commission (CAC) has agreed to set up, on India's request, to set up a Committee on Spices and Culinary Herbs (CCSCH) with India as the host of the committee. The first Session of the Codex Committee on Spices and Culinary Herbs (CCSCH) was held in February 2014 in Cochin.

Setting up 'Saffron Production & Export Development Agency': A 'Saffron Production & Export Development Agency (SPEDA)' with headquarters in Jammu & Kashmir for the J&K region is being set up for production and development of Saffron cultivation & exports. Notification has been issued.



Spice Development Agencies: With a view to promote farmer-oriented and export-friendly development practices, the government has reorganised the institutional structure of the Spices Board and has set up Regional Advisory Committees designated as Spice development Agencies in 11 specific spice growing regions of the country. These Agencies will plan and support the development of spices in the notified regions in collaboration with the Central and state agencies.

COFFEE

Addressing White Stem Borer problem: A National level steering committee of departments, and research institutions in the public and private sector including IARI, CCRI etc. has been formed to coordinate and fast-track the research initiatives in the area of white stem borer and to address the problem of fall in productivity of Arabica coffee.





PUBLIC SECTOR UNDERTAKINGS (PSUs)

The major initiatives and accomplishment of the PSUs are as under:-

STC

- Entered into an agreement with an Iranian Government organization for export of steel plates / coils and made shipments worth about Rs.1700 crore during 2014-15. Also, for the first time, exported agro-pesticides worth Rs.32 cr. to Iran during 2014-15
- Entered into an agreement with Iranian Railway for supply 2.5 lakh MT of steel rails
- Commenced small cardamom auctions in Tamil Nadu under license from Spices Board thereby safeguarding the interest of cardamom growers.

MMTC

- Production of steel billet has started and now Neelachal Ispat Nigam Limited (NINL- a joint venture of MMTC) is a fully integrated steel plant.
- MMTC empanelled 14 MSMEs in the engineering sector with a view to promote their products.

PEC

- PEC is the first company in India to set up 120 KW grid connected solar power plant at CVR College, Hyderabad.

MAINSTREAMING OF STATES FOR BOOSTING EXPORTS

- As a result of the ASIDE Scheme, in the last 5 years, a total of Rs. 3415 crores has been spent to boost exports and nearly 445 projects by State Committees and 109 new projects by the Empowered Committee have been created by way of export infrastructure.
- The Department of Commerce has initiated efforts to **mainstream** the States for boosting exports.
 - Export Strategy:** 14 States have sent their export strategy (draft/final).
 - Export Commissioners:** 21 States have intimated appointment of Export Commissioners.
 - Export Awards:** 6 States have intimated institution of export awards.

- 3 new Inland Container Depots (ICDs) and 5 new Container Freight Stations (CFSs) were approved in 2014-15 as a measure to expand exports through container traffic. In the last 5 years (from 1.4.2010 to 31.3.2015), 65 Inland Container Depots/Container Freight Stations have been approved by the Department of Commerce.
- A major exercise was undertaken to update the status of all permission granted by the Inter Ministerial Committee. 29 LOIs were cancelled. A total of 218 ICD/ CFS are functional. Projects under implementation reduced to only 39 as on 31.1.2015.
- A major development of the year was establishment of procedure for setting up of **Air Freight Stations**. The initiative will promote international Air Cargo operations by reaching out to hinterland regions of the country besides decongesting the congested Air Cargo Terminals in some gateway international airports that face high dwell time.

DIRECTORATE GENERAL OF ANTI DUMPING (DGAD)

A state of the art new office of DGAD has been created in DoC. Several critical cases against China and other leading countries were decided and 154 final findings were issued in the last 5 years. 18 preliminary finds were also issued during this time.

PRODUCT-WISE INITIATIVES

Engineering Sector

Make in India Initiative

- To boost Make in India efforts, Hon'ble PM inaugurated the Indo-German Business Summit in Hannover-Messi held on 13.4.15 in Germany
- Engineering Products identified to boost exports and curb imports
- Defence Exports-Policy and Process intervention started
- Domestic Production of medical devices/diagnostic products –better regulatory intervention started to bring latest technical knowhow
- Automotive Industry-Domestic & External issues identified
- 181 product lines identified with import of US\$ 100mn.
- All Departments sensitised to take corrective action to strengthen domestic industry of such products

Gems & Jewellery

- Procedure for operationalising Special Notified Zones for trading of rough diamonds to make India a world diamond trading hub completed





- Prepared ground for formation of National Domestic Council for Gem & Jewellery sector
- Encouraged higher value addition Jewellery segments with focus on skill development program
- Organised first World Diamond Conference in December 2014 at New Delhi jointly inaugurated by Hon'ble Prime Minister and Russian President, Mr. Vladimir Putin
- Rough diamond supply agreement between ALROSA, a Russian State-owned diamond mining company, with twelve Indian companies
- Scheme approved for establishment of Common Facility Centres for the Gem and Jewellery industry

Pharma Sector

- For ensuring traceability of the drugs manufactured in India, track and trace of the Indian drugs, bar-coding for all exports, except Primary Level packaging, shall be compulsory w.e.f. 1st July, 2015
- DOC has on its own started inviting different IPs during Iphex (Indian Pharma Exhibition) to promote scientific exchange / interaction
- A "Guidance document on pharma procurement" prepared to help various public authorities in Africa, LAC, South Asia, CIS etc. in their purchasing programmes

- Workshop with USFDA for Indian regulator and Industry
- Awareness programme started in markets of Africa, LOC, South-Asia, CIS
- Participation of central & state regulators in various international events
- Under MAI Scheme, upto 50% registration charges with a cap of Rs 50 lac per company per year are reimbursed
- A new programme "International Knowledge Exchange Programme" started under MAI
- A multi-departmental committee set up to resolve export related issues

Textiles

- A strategy for boosting exports has been formulated

Agricultural Products

- Providing protection to domestic growers and sugar industry.
- Promoting domestic production of oilseeds and edible oils in order to control burgeoning imports of edible oils.
- Better realizations for buffalo meat exporters by allowing export of an important by product.

- Focused intervention to intensify export of identified products by working towards expansion of production area, productivity, infrastructure & logistic supply chain.
- Create a traceability system for export of buffalo meat to ensure that health certificate is issued by observing strict traceability relating to plant's capacity & micro-biological system.
- Ensure a traceability system to ensure that Grapes, Pomegranates, Okra & Mango exported to EU conform to the EU MRLs.
- Ensure phytosanitary certificate in conformity with EU requirements.
- New standards in the area of Textiles, Aquaculture and Livestock were notified.

Forging Stronger relationship with the Trading Partners

ASIA

South Asia

- During the year 2014-15, South Asian Countries feature prominently amongst top Indian export destinations. Sri Lanka is at 09th place followed by Bangladesh at 12th place, Nepal at 22nd place and Pakistan is at 40th place. Iran is at 23rd place (As of 13th May, 2015)

- India has trade surplus with all its South Asian neighbours. During 2014-15, while the Indian exports to the world decreased by 1.54 %, the exports to South Asia grew by 15% (YOY).
- To provide seamless connectivity for trade and commerce within the SAARC region and Governments focus is on improvement of trade infrastructure with neighbouring countries i.e. cross border road links, railway lines, airports, telecommunication links, energy transmission grids, gas/oil pipelines, port infrastructure, electronic data interchange at all major ports, and customs stations and direct shipping routes.
- DOC actively coordinated with all stakeholders in intensifying efforts at infrastructure development at the borders- upgrading Land Customs Stations (LCSs) and establishing Integrated Check Posts (ICPs).

Iran

- India's exports to Iran have increased two-fold in the last couple of years. This has been facilitated by the Rupee-Riyal payment mechanism and encouraged by the complementarities between the two economies.
- Export-Import Bank of India (Exim Bank) signed a Framework Agreement with seven Iranian banks to provide line of credit from Export Development Fund (EDF) of Govt. of India. This mechanism

will provide credit support for project exports like the development of Chahbahar Port and a railway line between Chahbahar and Zahedan.

Afghanistan

- On the initiative of D/o Commerce MEA issued the statement allowing Afghan trucks to unload at ICP, Attari, as: "India provides duty free access to the Indian market for Afghanistan's export products under the Agreement of South Asia Free Trade Area (SAFTA). To give a fillip to Afghanistan's exports to India and to reduce the transaction costs for Afghani exporters, India offers to allow Afghani trucks (carrying their export products) to directly unload at its Integrated Check Post in Attari".

Bangladesh

- With a view to promoting the wellbeing of the people dwelling in remote areas across the borders of two countries, by establishing traditional system of marketing the local produce through local markets, India has established four Border Haats across the border between India and Bangladesh on zero line, two each in Meghalaya (Baliamar-Kalaichar and Lauwaghar-Balat) and Tripura (Purbo Madhyagram-Srinagar and Tarapur Kashba-Kamalasagar). Except for the Border Haat at Kamalasagar which is ready for inauguration, the other three Border Haats are operational.

- Realizing the need for smaller ships to provide direct connectivity of eastern sea ports of India with Chittagong and other ports in Bangladesh the Governments of India and Bangladesh are finalizing the "Agreement on Coastal Shipping between India and Bangladesh".

ASEAN

- The India-ASEAN Agreement for Trade in Services and Agreement on Investment has been concluded and signed by all ASEAN Member States and India. It is to come into effect from 1.7.2015.
- Inauguration of Land Custom Station at Zokhawthar by Hon'ble MoS on 25.3.2015.

Establishment of an Institutional Mechanism with CLMV countries for improving India's economic activities in the region. The Department of Commerce has conceived of a Project Development Fund (PDF) and a Project Development Company (PDC) for aggressively pursuing our commercial interests in the Cambodia, Laos, Myanmar, Vietnam (CLMV) countries in the ASEAN region. For this purpose a corpus (PDF) is proposed to be created with Rs.500 crores which will be administered by the Ministry of Commerce over the next few years. The PDC shall use this corpus fund for scanning, identifying and developing commercial projects, forming Special Purpose Vehicles (SPVs) for individual projects and bringing them to the level where businesses can get the comfort of moving into these

projects; at which stage these will be sold to the businesses and the fund recouped. Department of Commerce proposes the creation of a corpus with an initial budget provision of Rs. 100 crores in the Budget 2015-16 for which an appropriate new Head is being opened in the Department.

NAFTA

- **India-US TPF**

The India-USA Ministerial TPF meeting was held in New Delhi on 25th November, 2014. Several Working Groups have been constituted for further engagement with USA. In order to move ahead to deepen the bilateral engagement and to implement the Work Plans, a series of Digital Video Conferencing have been organised with US side.

- **India-US Commercial Dialogue**

Under the India-US Commercial Dialogue which now stands elevated to the SCD, we actively engaged with the US on various areas of cooperation as Information Technology, Infrastructure, Bio-technology, Goods, services, Investments etc.

- **India-Canada CEPA**

The IXth Round of India-Canada CEPA was held on 19-20th March, 2015 in New Delhi after a hiatus of 2 years breaking a stalemate due to certain issues in Services negotiations. During the IXth Round of negotiations, a roadmap has also been agreed upon by both sides to expedite the process of negotiations.

Europe

- **Capacity Building Initiative for Trade Development (CITD)**

Project: The EU and the Department of Commerce have initiated a project named "Capacity Building Initiative for Trade Development (CITD) which is aimed at enhancing capacity of India's trade related institutions and enforcement system in order to meet international standards and requirements.

- **Memorandum of Understanding on Joint Trade and Investment Committee (JTIC):-**

On 5th Nov, 2014, India and Netherlands after a long consultation, agreed and signed a text of MoU.

- **Revoke the ban on Mango by EU:-**

On persuit of this issue, an FVO team of EU inspected our official control system and finally EC have revoked the ban on import of Mango in EU w.e.f. March, 2015. India is also taking up issue of lifting the ban on vegetables with EU at all forums.

Latin American Countries (LAC)

- Focus LAC Program - extended till March, 2019
- Identified Brazil, Chile, Colombia, Peru and Argentina as priority countries for further intensified engagement and Pacific Alliance & MERCOSUR as priority Regional Blocs
- Focus on India-Chile and India-Mercosur PTAs
- Setting up of Joint Study Group (JSG) for entering into a bilateral Free Trade Agreement (FTA) with Peru is under process

Africa

- India – Kenya Joint Trade Committee-meeting held
- Proposed Sub-Committee meeting on Trade, Economic and Technical Cooperation under the 9th India-South Africa Joint Ministerial Commission
- Shortlisted countries with best growth potential for exports, finalised in consultation with the industry
- Bilateral institutional mechanisms on trade with focus countries strengthened

Commonwealth of Independent States (CIS)

- CIS (Commonwealth of Independent States)/ Eurasian countries – 12 countries including 5 Central Asian Republics (CAR) countries and 7 Other CIS/ Eurasian Countries

Initiatives

- Approval for setting up of JSG for considering the feasibility of entering into an FTA between India and Custom Union (CU) of BKRu
- Discussions to be held for modalities on feasibility of the conclusion of the Free Trade Agreement between India and the Member States of the EEC
- International Agreement on North South Corridor (INSTC)

Information and Communication Technologies (ICT)

- Implementation of Aadhaar based Biometric Attendance System in the department
- Design and development of the system for authentication, track & trace of Pharmaceutical Products manufactured in India to ensure the genuineness and authenticity of the drugs and provide simpler means for authentication to the consumer through Central Portal and SMS
- Revamping of the website of the Department for its better preventability and information dissemination
- Revamping of the Intranet portal of the Department
- Development and implementation of various application for workflow automation e.g., monitoring of the Court Cases in the Department, Document Management System for creating knowledge database etc.

- Upgradation of Local Area Network with Wi-Fi connectivity
- Development and implementation of Electronic Bank Realisation Certificate System at DGFT
- Automation of DGFT Schemes
- Development and implementation of e-procurement system at DGS&D
- Coordination for the implementation of e-trade Mission Mode Project under National e-Governance Plan for trade facilitation and electronic business

Project Exports

- Focus on Project exports, especially to Africa, West Asia, CIS countries, ASEAN and Cambodia, Laos, Myanmar and Vietnam.

Improving Production Standards and Building Brand India

- A suitable regime of standards has to be promoted and implemented, to protect consumers and also raise the quality of merchandise produced which in turn raises the capacity to export to discerning markets.

- This together with promotion of our traditional brands of goods like tea, spices, ayurvedic products and services like, yoga, wellness and health care as valued Indian brands can lead to greater value addition and export realization.
- The export diversification policy pursued by the Government needs to be accelerated by expanding both the range of products and number of countries. Indian exports should move up the value chain. Export of branded goods needs to be encouraged by promoting individual brands. Manufacturing exports require strong brand promotion. Sectors like Gems and Jewellery, Leather, Textiles, Engineering etc. are striving to carve an exclusive 'Brand India' niche for themselves in the world markets.
- India Brand Equity Foundation (IBEF) is playing a key role in improving India's product perception and production promotion strategies in international markets. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate the dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry.



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