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**“Seminar program on Unlocking India’s Export Potential: Navigate Latest Schemes & Strategy & Promotion of E-COMMERCE under Niryat Bandhu Scheme”**

by

**Institute of Cost Accountants of India, Nashik Chapter**

on

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**Conducted by:**

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**About the Seminar program:**

India's export sector has witnessed remarkable growth, driven by strategic government initiatives. The Niryat Bandhu Scheme, introduced by the Directorate General of Foreign Trade (DGFT), aims to support and mentor aspiring exporters. This report covers the objectives, activities, outcomes, and overall impact of the seminar on promoting exports, particularly through e-commerce.

**Objectives of the Seminar program:**

- To educate participants about the Niryat Bandhu Scheme and its role in promoting exports.
- To provide insights into various government export promotion schemes.
- To emphasize the importance of e-commerce in reaching global markets.
- To build awareness about compliance, logistics, and digital marketing strategies.
- To facilitate knowledge-sharing and networking among stakeholders.

**The Activities Carried under the Seminar program:**

The seminar included the following sessions and activities:

1. **Inaugural Address:** Overview of India’s export landscape and the vision behind the Niryat Bandhu Scheme.
2. **Policy Awareness Sessions:** Detailed presentations on current export promotion schemes, incentives, and financial assistance programs.
3. **E-commerce in Exports:** Workshops on leveraging e-commerce platforms for global trade, digital marketing, and cross-border logistics.



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4. **Interactive Panel Discussions:** Industry experts and policymakers discussed challenges and opportunities in export promotion.
5. **Case Studies & Best Practices:** Success stories of MSMEs and startups who successfully expanded through e-commerce.
6. **Q&A and Networking:** Open sessions for addressing participant queries and encouraging networking.

### **Outcome of the “Seminar program”**

#### **Learning Outcomes:**

- Increased awareness about government schemes and their benefits for exporters.
- Enhanced understanding of e-commerce platforms and strategies for global market penetration.
- Improved compliance knowledge regarding export procedures, certifications, and international regulations.
- Strengthened networks among exporters, government officials, and industry professionals.
- Identification of actionable insights for participants to start or scale up their export businesses.

**Conclusion:** The seminar effectively highlighted the significance of the Niryat Bandhu Scheme in supporting exporters, especially through the integration of e-commerce. By leveraging digital platforms, businesses can unlock new opportunities and enhance their global presence. Participants left with a clear understanding of available resources and actionable strategies to navigate the export ecosystem.

### **Some of the photographs of the Seminar are attached**





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