



UP Approves Export Promotion Policy 2025-30

Why in News?

The **Uttar Pradesh Cabinet** has approved the new **Export Promotion Policy for 2025-30**, which is designed to address the challenges faced by exporters and encourage growth in various sectors.

Key Features of the Policy

- **Objective:** The Export Promotion Policy 2025-30 aims to create a robust export ecosystem in Uttar Pradesh, supporting both new and established exporters, with a **goal to double the state's exports by 2030**.
- **Sectoral Focus:** The policy **prioritizes key sectors** such as [electronics](#), handicrafts, engineering products, [textiles](#), agricultural products, [chemical and pharmaceutical industries](#), leather goods, sports equipment, glass, ceramics, and service sectors like IT, education, medical, tourism, and logistics.
- **One District One Product (ODOP) Focus:** The policy emphasizes boosting exports of [ODOP items](#), aligning with the state's focus on promoting indigenous products.
- **Incentives:** The policy will provide special incentives to new exporters and startups, including the following provisions:
 - **Financial Assistance:** Up to ₹1 lakh for digital marketing and product cataloguing.
 - **Virtual Fairs:** Up to ₹25,000 for organizing virtual exhibitions.
 - **Export Certification:** Coverage of 75% or up to ₹25 lakh for **international product certifications**.
 - **Performance-Based Incentives:** Exporters will benefit from export performance-based incentives, including grants for export credit insurance assistance and [ECGC coverage expenses](#), aimed at enhancing export performance.

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