Webinar on Export Promotion Mission (EPM) – NIRYAT DISHA–TRACE for Ayush and Herbal Exporters

AYUSHEXCIL, under the guidance of the Directorate General of Foreign Trade (DGFT), Ministry of Commerce and Industry, Government of India, is organising an Industry Awareness Webinar on Export Promotion Mission (EPM) – NIRYAT DISHA–TRACE to sensitise Ayush and Herbal Exporters about the scheme, its benefits, eligibility criteria, application procedures, documentation requirements and the process for availing assistance under the Mission.

The NIRYAT DISHA initiative, launched by the Ministry of Commerce and Industry, Government of India, includes the **TRACE (Trade Regulations, Accreditation & Compliance Enablement) intervention, which provides partial reimbursement of financial costs incurred by MSME exporters towards statutory compliance requirements, including product registration, facility inspections, testing, certifications and traceability.**

To guide member exporters on the scheme's framework and the step-by-step application process for claiming reimbursements, AYUSHEXCIL, in coordination with DGFT, is organising an exclusive webinar.

Webinar Details:

- Date: 26 November 2026 (Thursday)
- Time: 2:30 PM IST onwards
- Platform: Virtual (Webinar link will be shared upon registration)

Keynote Speaker:

Shri Satya Raja Sekhar G, ITS
Joint Director General of Foreign Trade
Directorate General of Foreign Trade, New Delhi

Key Discussion Highlights

1. Overview of the EPM–TRACE Scheme: Scope, eligibility criteria, financial ceilings and eligible expenses for AYUSH MSMEs.
2. Claim Submission Procedure: Step-by-step guidance on filing *Intent to Claim (IC)* and *Reimbursement Claims (RC)* through the DGFT Trade Connect Portal.
3. Additional Certification and Testing Charges: Guidance on submitting requests for inclusion of compliance charges not presently covered under the approved list of eligible expenses under the TRACE framework.

4. Common Issues and Clarifications: Addressing practical challenges faced by exporters while availing benefits under the scheme.
5. Interactive Q&A Session: An opportunity for member exporters to seek clarifications directly from the DGFT expert.

Registration

All AYUSH and herbal exporters and stakeholders are strongly encouraged to participate in this informative session.

https://forms.gle/uj62cnSZ566wRUk67

Participants are requested to register in advance to receive the virtual meeting credentials.

For any queries or clarifications regarding the TRACE Scheme, please contact:

Email: policy@ayushexcil.in | operation@ayushexcil.in

With warm regards,

Youdhvir Singh
Deputy Director
AYUSHEXCIL