

# Ayush Export Promotion Council

(Sponsored by Ministry of Commerce & Industry & Setup by Ministry of Ayush, Government Of India)



# आयुष निर्यात संवर्धन परिषद

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय द्वारा प्रायोजित और आयुष मंत्रालय, द्वारा स्थापित)

## IMPORTANT CIRCULAR

AYUSH EXCIL/ICEGate-SourceFromIndia /2025-26

To,

All EXIM MEMBERS;

**SUBJECT:** Revision of exporter eligibility criteria for registration on "Source from India" service of Trade Connect ePlatform: Reg:

Dear Members / Exporters,

### Season's Greetings from Ayush Export Promotion Council!

We wish to bring to the kind information of the entire trade commerce and industry and Members of this Council about a **Trade Notice No. 5/2025-26 dated June 13, 2025** wherein "Source from India" service of Trade Connect ePlatform (<https://www.trade.gov.in/pages/source-from-india>) was rolled out for all Status Holder exporters. 'Source from India', a flagship feature on the Trade Connect ePlatform (hereinafter referred to as "Trade Connect") serves as a one stop reference point for international buyers to discover accomplished Indian Exporters to source from. This service allows exporters to create their own microsites on Trade Connect and showcase their products as well as credentials of their entity.

In order to enable more accomplished member exporters to create their profiles on "Source from India" facility of Trade Connect, it has now been decided by the Govt to amend the eligibility criteria of exporters for availing the said facility, which is as under:

1. **All valid IECs (IECs that are not in DEL) fulfilling a minimum export realisation of USD 100,000 in at least one of the previous three financial years at the time of application will now be eligible to create their microsites on Source from India, in addition to Status Holders.** It may be noted that the DGFT eBRC database will serve as the sole reference point for realisation data and will determine eligibility based on aggregate eBRC value available on a financial year basis;
2. **Users registered on Trade Connect whose profiles are linked to eligible IECs will automatically see the option for "Source from India" microsite creation on their dashboard.** A detailed guide is annexed to this circular which may be referred for step-by-step guidance on the same;

Indian Missions Abroad have also been duly sensitized to use "Source from India" as a reference point for addressing sourcing needs of foreign buyers approaching the missions for requests to help find Indian suppliers for various products

Sd/-

Dr. Tripta Dixit RTTP  
Sr. Assistant Director

**Ayush Export Promotion Council**

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Encls: As above

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**Corresponding office:** 313, Ministry of Ayush, Ayush Bhawan, B Block, INA, New Delhi-110023

**पंजीकृत कार्यालय:** फेडरेशन हाउस, तानसेन मार्ग, नई दिल्ली-110001

**संबंधित कार्यालय:** 313, आयुष मंत्रालय, आयुष भवन, बी ब्लॉक, आईएनए, नई दिल्ली-110023

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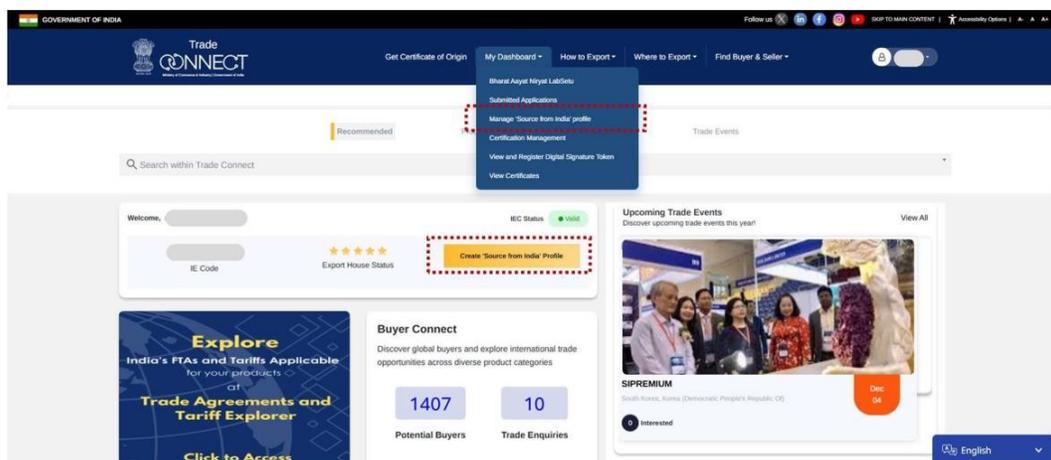
**Annexure - Steps for registration for Source from India on Trade Connect ePlatform**

**Pre- requisites for registration**

1. A valid user account on Trade Connect ePlatform ([www.trade.gov.in](http://www.trade.gov.in))
  - a. May note that users who are already registered on DGFT platform can use the same credentials to login on Trade Connect and vice versa. There is no need to re-register;
2. The **user account should be linked to a valid and eligible IEC**. To link your IEC, please visit <https://www.trade.gov.in/pages/login> and click on “Haven’t linked your IEC?” located below the login credentials field to learn more.

**Steps to create “Source from India” microsite for Status holder exporters**

1. Log in to Trade Connect using the email address linked to the eligible IEC
2. Once logged in, click on “**Create ‘Source from India’ Profile**” option on your Dashboard as shown below (This option will be visible only to users whose profile is linked to an eligible IEC). Alternatively, you can access “Manage Source from India Profile” by navigating to “My Dashboard” on the page banner.



3. Fill in your export achievements, provide the declarations as required and submit your profile for approval
4. Profile will be publicly visible on Source from India on Trade Connect <http://www.trade.gov.in/pages/source-from-india> once approved.

**Government of India**  
**Ministry of Commerce and Industry**  
**Department of Commerce**  
**Directorate General of Foreign Trade**

**Dated: 29 October, 2025**

**Trade Notice – 15 /2025-26**

To,

1. All Exporters/Members of Trade & Industry
2. All Export Promotion Councils & Commodity Boards
3. All Stakeholders & Trade and Industry Associations

**Subject: Revision of exporter eligibility criteria for registration on “Source from India” service of Trade Connect ePlatform.**

1. Reference is drawn to **Trade Notice No. 5/2025-26 dated June 13, 2025** wherein “Source from India” service of Trade Connect ePlatform (<https://www.trade.gov.in/pages/source-from-india>) was rolled out for all Status Holder exporters. ‘**Source from India**’, a flagship feature on the Trade Connect ePlatform (hereinafter referred to as "Trade Connect") serves as a one stop reference point for international buyers to discover accomplished Indian Exporters to source from. The service allows exporters to create their own microsites on Trade Connect and showcase their products as well as credentials of their entity.
2. In order to enable more accomplished Indian exporters to create their profiles on "Source from India" facility of Trade Connect, it has now been decided to amend the eligibility criteria of exporters for availing the said facility.
3. **With effect from 1<sup>st</sup> November 2025, all valid IECs (IECs that are not in DEL) fulfilling a minimum export realisation of USD 100,000 in at least one of the previous three financial years at the time of application will now be eligible to create their microsites on Source from India, in addition to Status Holders.** It may be noted that the DGFT eBRC database will serve as the sole reference point for realisation data and will determine eligibility based on aggregate eBRC value available on a financial year basis.

4. **Users registered on Trade Connect whose profiles are linked to eligible IECs will automatically see the option for "Source from India" microsite creation on their dashboard.** A detailed guide is annexed to this Trade Notice which may be referred for step-by-step guidance on the same.
5. Indian Missions Abroad have also been duly sensitised to use "Source from India" as a reference point for addressing sourcing needs of foreign buyers approaching the missions for requests to help find Indian suppliers for various products.
6. Export Promotion Councils and Industry associations are requested to give wide publicity to the contents of this Trade Notice and encourage participation of all eligible members.

This is issued with the approval of the competent authority.



**(Arjun Upadhyaya S)**

Deputy Director General of Foreign Trade

(Issued from File No. 01/02/01/AM23/EG&TF-Part (2))

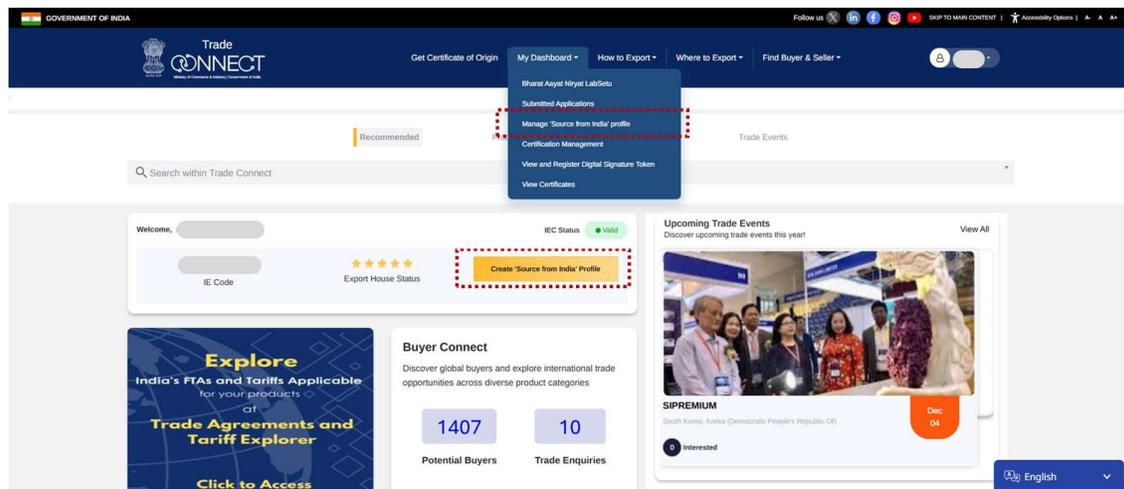
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