

**Topic : Research Study on Study on “Export Promotion Councils”**

**1. Terms of Reference (ToR):** The ToR shall include

- i. Analysing the existing architecture of Export promotion in India at all levels (Central, State and District level). The study can examine the role and achievements of the existing export promotion institutional structures that exist at all levels. It should analyse the role and relevance of export promotion bodies in India especially the Export Promotion Councils (EPC’s) and the Federation of Indian Export Organisations (FIEO).
- ii. Assessing the existing domestic best practices with respect to export promotion. These can either be initiatives taken by Ministries/Departments/State Governments or changes in policies with respect to export promotion with a view to make recommendations on how Export Promotion Councils and the current institutional framework for export promotion in India can be strengthened.
- iii. Assessing the existing best practices at the global level. The focus should mainly be on institutional export promotion in economies that have a significant presence in international trade.
- iv. Identification of the gaps in the existing framework with respect to the institutional export promotion especially the EPC’s.
- v. Based on the above,
  1. Recommendations are sought for the creation of an efficient and effective architecture for institutional promotion of exports from India.
  2. Outline strategy/plan for the Export promotion councils with clear identification of institutional/ other responsibilities, specifics of policy and regulatory and operational reforms, among others.
  3. Recommendations if any on alternative/ supplementary institutional mechanisms for effective promotion of exports.

**2.1 Background and Objectives of the study:**

- 2.1.1 Evolution and formation of EPC’s began from the year 1954 with the setting up of the Cotton Textile Exports Promotion Council. The main function of the Export Promotion Councils is to assist the exporters in international market exploration and product development. They also play a significant role in information dissemination to Indian exporters about the existing and new export promotion schemes articulated by the government thereby, bridging the gap between the government authorities and the exporters.
- 2.1.2 Although the EPC’s were expected to deliver on the above lines, this has not been the case. There has been a growing perception across the country regarding the lack of dynamism among Export Promotion Councils to effectively impact international trade of India. Most of the exporters are of the view that the Export Promotion Councils are lacking in international marketing strategies and measures to promote India’s brand image across the globe. This has hurt India’s export performance over the years.
- 2.1.3 Given this background, NITI Aayog proposes to undertake a study to analyse the role, significance and relevance of EPC’s in promoting international trade. A need is felt to reorganise and develop alternative institutional frameworks and strategies that can facilitate Indian exporters and therefore, augment exports which can drive economic growth.

2.1.4 The study would be undertaken in following components –

- i. Analysing the existing architecture of Export promotion in India at all levels (Central, State and District level). The study can examine the role and achievements of the existing export promotion institutional structures that exist at all levels. It should analyse the role and relevance of export promotion bodies in India especially the Export Promotion Councils (EPC's) and the Federation of Indian Export Organisations (FIEO).
- ii. Assessing the existing domestic best practices with respect to export promotion. These can either be initiatives taken by Ministries/Departments/State Governments or changes in policies with respect to export promotion with a view to make recommendations on how Export Promotion Councils and the current institutional framework for export promotion in India can be strengthened.
- iii. Assessing the existing best practices at the global level. The focus should mainly be on institutional export promotion in economies that have a significant presence in international trade.
- iv. Identification of the gaps in the existing framework with respect to the institutional export promotion especially the EPC's.
- v. Based on the above,
  1. Recommendations are sought for the creation of an efficient and effective architecture for institutional promotion of exports from India.
  2. Outline strategy/plan for the Export promotion councils with clear identification of institutional/ other responsibilities, specifics of policy and regulatory and operational reforms, among others.
  3. Recommendations if any on alternative/ supplementary institutional mechanisms for effective promotion of exports.

2.1.5 The study should cover evaluation of entire ecosystem through research and holding consultations with various stakeholders i.e. The Department of Commerce and other related Department/Ministries of the Government of India and the State Governments, Exporters, Export promotion councils of India, State export promotion councils/agencies, bodies related/relevant for export promotion in India. This should also involve analysis of domestic as well as global best practices being used extensively to promote exports. The study after recognising the bottlenecks and shortfalls in the current institutional framework with regards to exports, must suggest ways of strengthening the current framework in India and/or devise alternative mechanisms for export promotion in India. The recommendations/suggestions provided in the report must give a detailed explanation as to why the mechanisms suggested would prove to be a good model for promoting Indian exports.

**2.2 Outline of the tasks to be carried out:** Selection of a consultant for conducting a study to identify a roadmap for strengthening the institutional framework for promoting exports in India as per the above ToR.

**2.3 Study Area:** Institutional framework for promoting exports in India with specific attention on the Export Promotion Councils and FIEO.

**2.4 Target groups:** Export Promotion Councils, FIEO, Exporters.

**2.5 Sample Size:** NA

2.6 **Duration of the Study:** 3 (three) months from the Effective Date, unless extended by mutual consent of the Authority and the Consultant.

2.7 **Methods of review and Schedule of Research Study:**

- i. Starting date of Study: Actual release of 1<sup>st</sup> instalment by RTGS/ECS/NEFT
- ii. Closing date of Study: After 3 (three) months from the effective date
- iii. Submission of 1<sup>st</sup> draft report: Within 3 (three) month
- iv. Submission of the final Draft Report: Last day of completion of 3 (three) month period or earlier
- v. Power Point presentation to share findings and recommendations of the draft reports (if any): should be provided
- vi. Submission of Final Project completion report: within 2 months after the closing date of study.
- vii. Any other: If required, a stakeholder consultation may be conducted in NITI Aayog

2.8 Any support or inputs to be provided to the consultant to facilitate this consultancy.

2.9 The final outputs expected from the consultant.