

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:217
ANSWERED ON:01.08.2011
EXPORT STRATEGY
Adsul Shri Anandrao Vithoba

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Union Government has prepared any strategy to double India's exports in the next three years;
- (b) if so, the details thereof, country-wise;
- (c) the extent to which the exports are likely to rise with different countries, country-wise and commodity-wise; and
- (d) the measures taken by the Central Government to achieve the enhanced target?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a): The Department of Commerce has prepared a Strategy Paper for doubling India's merchandise exports over the period 2011-12 to 2013-14 from US \$ 246 billion in 2010-11 to US \$ 500 billion in 2013-14. The paper is available on the Department's website (www.commerce.nic.in).

(b): No country-wise targets have been envisaged in the Strategy Paper.

(c): Commodity-wise targets projected for exports are placed at Annexure.

(d): An aggressive product promotion strategy for high value items that have a strong manufacturing base is the main focus of the overall growth strategy. The core of the market strategy is to retain presence and market share in traditional markets, move up the value chain in providing export products in the developed country markets; and open up new vistas, both in terms of markets and new products in these new markets. In the area of technology upgradation and R&D, the sectors of focus are pharmaceuticals, electronics, automobiles, computer and software based smart engineering, environmental products etc. Department of Commerce is working with the relevant stakeholders to effectively implement the Strategy.