

# Export Opportunities in the Post-Covid World (Target 400)



Hon'ble Prime Minister Shri Narendra Modi chaired a virtual meeting on 6 August, 2021 relating to Target 400 i.e. the aim of reaching \$ 400 billion exports. It was attended to by Department of Commerce including office of DGFT, Special Economic Zones (SEZs) and export promotion bodies under it, a number of key central government ministries, state governments along with District Industry agencies, Indian Missions in Bangladesh, Brazil, China, Singapore, South Africa, UAE, UK and US.

Hon'ble PM exhorted all stakeholders to explore new opportunities with a view to increasing the share of exports to GDP and fulfilling the aim of Aatmanirbhar Bharat. While highlighting the impressive growth in the mobile phone exports, he urged for looking at ease of doing business, improving the last mile connectivity and looking at measures which were WTO compliant. For the Missions, he asked them to look at 75 new products which could be exported to their countries from India as well as the possibility of 5 new countries where the existing basket of exports could go. On the other hand, State Governments were asked to target 5-10 new products of export along with 75 countries where their exports could go. Some of the specific strategies pointed out were the need to look at collaboration with the diaspora; interface between state governments, exporters and Indian Missions, creation of seamless and high quality supply chains, involving MSMEs, farmers and fishermen in the overall export partnership and exploring value added product exports.