

PROCURE INDIA

INDIA'S RISING DOMINANCE IN GLOBAL
TRADE & COMMERCE

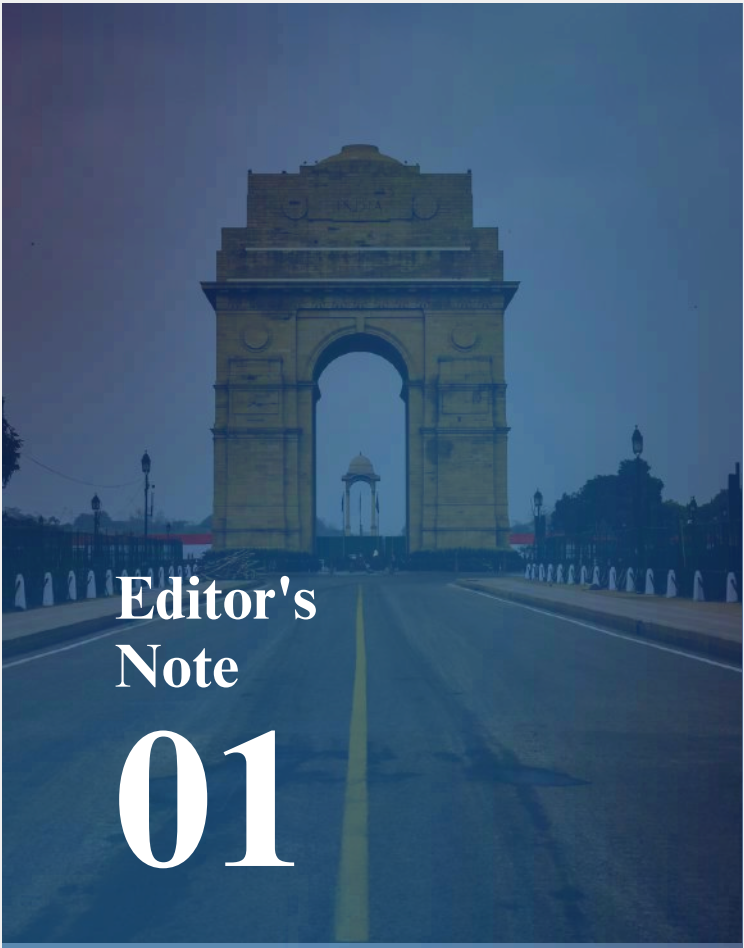
Is the US-
India Trade
Deal on the
Brink?

Can Beijing
Meeting
Reset India-
China Trade
Dynamics?

India, UK Ink
FTA in
Landmark
Trade Deal

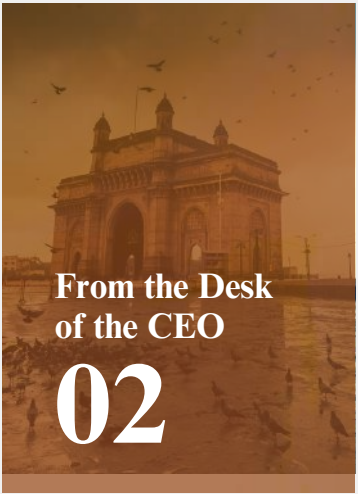
Export Hubs:
New Lifeline
for Indian
SMEs

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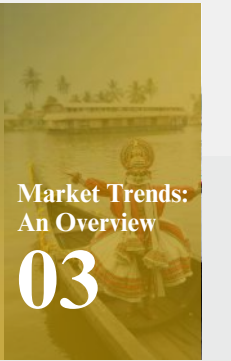
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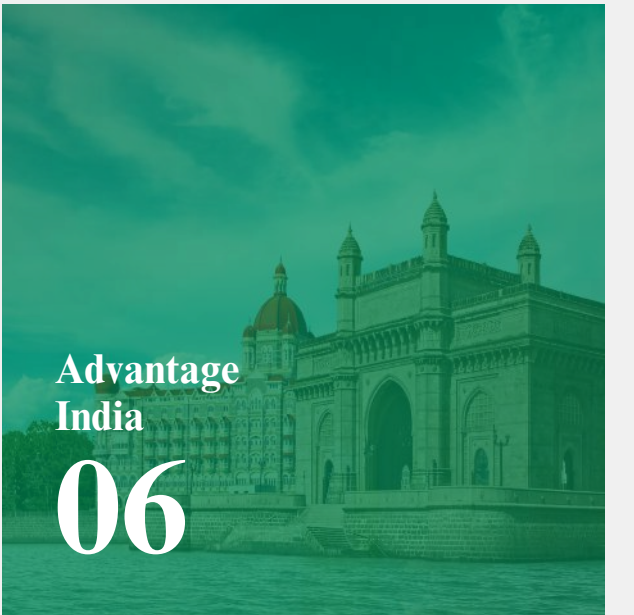
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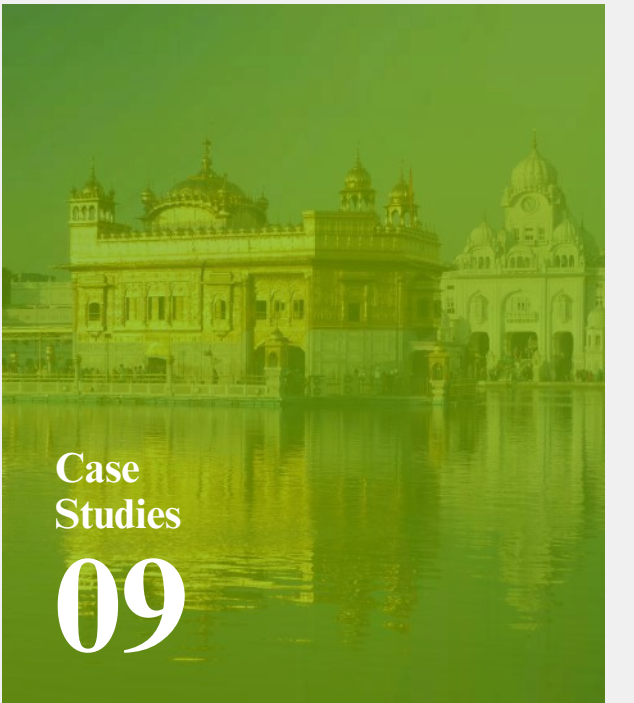
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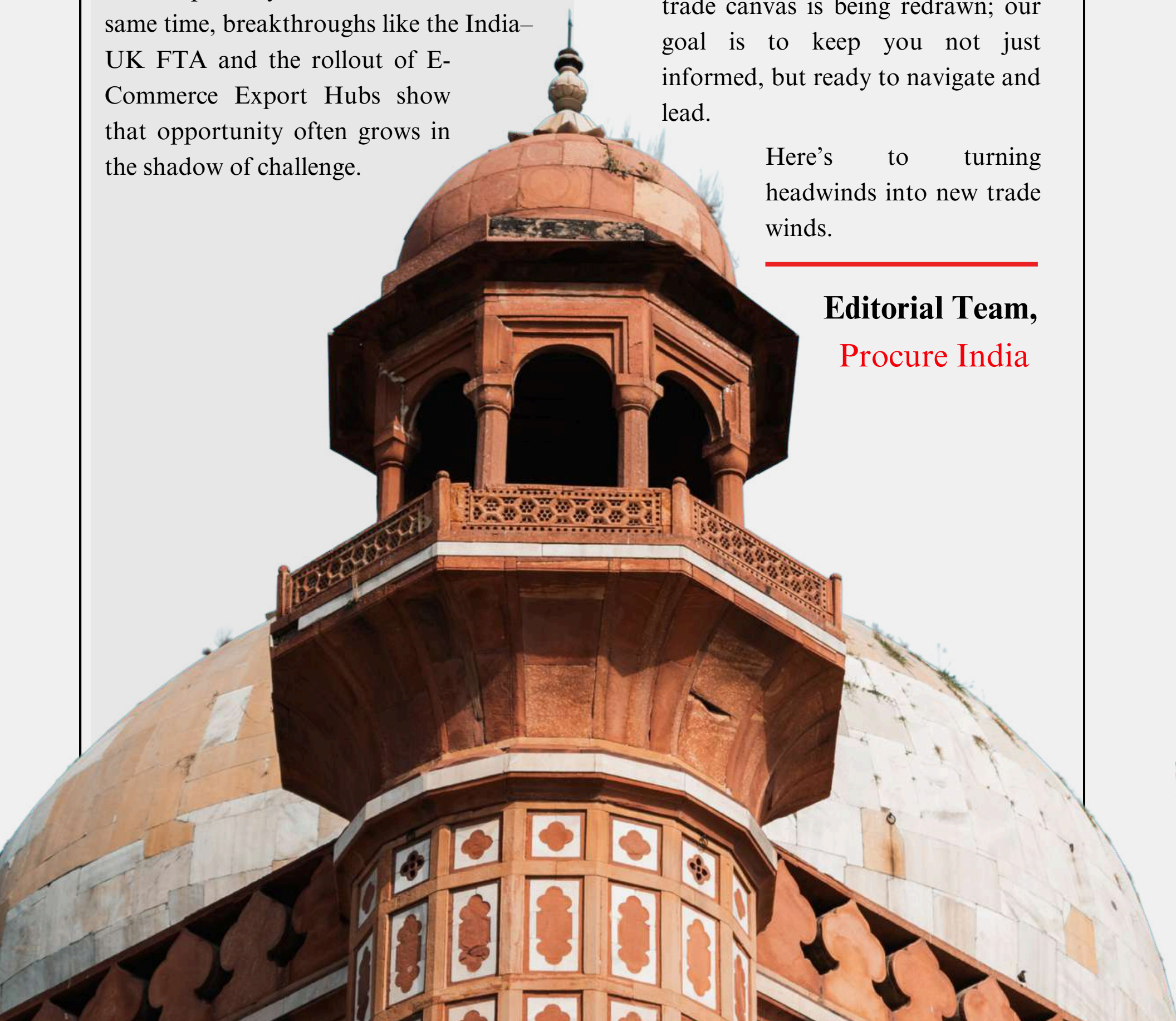
August arrives with a reminder that global trade is as dynamic as it is unpredictable. From the sudden 50% U.S. tariff on Indian exports to the possibility of a strategic reset with China, the month has tested the resilience and adaptability of our businesses. At the same time, breakthroughs like the India–UK FTA and the rollout of E-Commerce Export Hubs show that opportunity often grows in the shadow of challenge.

In this edition, we bring you insights that cut through the noise, market shifts, policy updates, innovations in logistics, and stories of craftsmanship that prove tradition still has a place in the future of commerce. The global

trade canvas is being redrawn; our goal is to keep you not just informed, but ready to navigate and lead.

Here's to turning headwinds into new trade winds.

Editorial Team,
Procure India



DESK OF THE CEO

August has been a month that will be remembered as a turning point in India's trade narrative, a month that has tested our resilience and sharpened our vision.

*The shock announcement of a **50% blanket tariff by the United States** on Indian exports was more than a headline; it was a wake-up call. This is a \$118 billion relationship suddenly put under strain, with apparel, gems & jewelry, pharmaceuticals, and auto components in the direct firing line. For thousands of MSMEs, the next 21 days before the tariffs take effect will be decisive. This is not just an economic challenge—it is a test of our agility, our ability to re-strategize supply chains, and our willingness to stand firm on matters of national interest.*

*And yet, while one door is being pushed shut, another has swung wide open. The **India-UK Free Trade Agreement**, signed after years of negotiation, is more than just a tariff deal; it is a signal to the world that India will not be cornered. It grants us unprecedented access for our IT services, healthcare, education, and startups while unlocking lucrative sectors in the UK market. The GDP gains projected from this agreement are not abstract numbers; they represent new jobs, thriving businesses, and a stronger foothold in global value chains.*

*Closer to home, the rollout of **E-Commerce Export Hubs (ECEHs)** is quietly revolutionary. For decades, our MSMEs, responsible for nearly half of India's exports, have faced bottlenecks in documentation, logistics costs, and market access. Now, with integrated packaging, customs, warehousing, and last-mile logistics under one roof, we are removing friction at scale. This isn't just infrastructure, it's empowerment. It's the difference between a rural artisan selling locally and that same artisan shipping to 40+ countries with competitive pricing.*

*If we connect the dots, a clear picture emerges: **the global trade order is shifting under our feet**. Protectionism is on the rise, but so is the appetite for new partnerships. Trade corridors are being redrawn, and India's ability to navigate this map will define our place in the next decade. We must diversify our export basket beyond vulnerable sectors, invest in technology to future-proof manufacturing, and embrace sustainability not as a compliance requirement but as a competitive advantage.*

At Procure India, we believe this is a moment not for retreat, but for bold expansion. We are intensifying our focus on market diversification, strengthening our networks in the EU, ASEAN, Africa, and the Middle East—so that no single disruption can derail our exporters. We are doubling down on technology-enabled trade intelligence to give our partners a real-time edge. And we are committed to building bridges between India's traditional strengths, craftsmanship, agriculture, services, and the emerging opportunities in green tech, AI-driven manufacturing, and digital commerce.

History will judge us not by the obstacles we faced, but by the strategies we deployed. Let us meet these challenges with the confidence that comes from preparation, the courage to pivot when required, and the conviction that India's time on the world stage is only beginning.

The winds of global trade are changing. The question is—will we merely adjust our sails, or will we take the helm? At Procure India, we have made our choice.

Alouk Kumar

Alouk Kumar - Founder & CEO,
Inductus Group



MARKET TRENDS

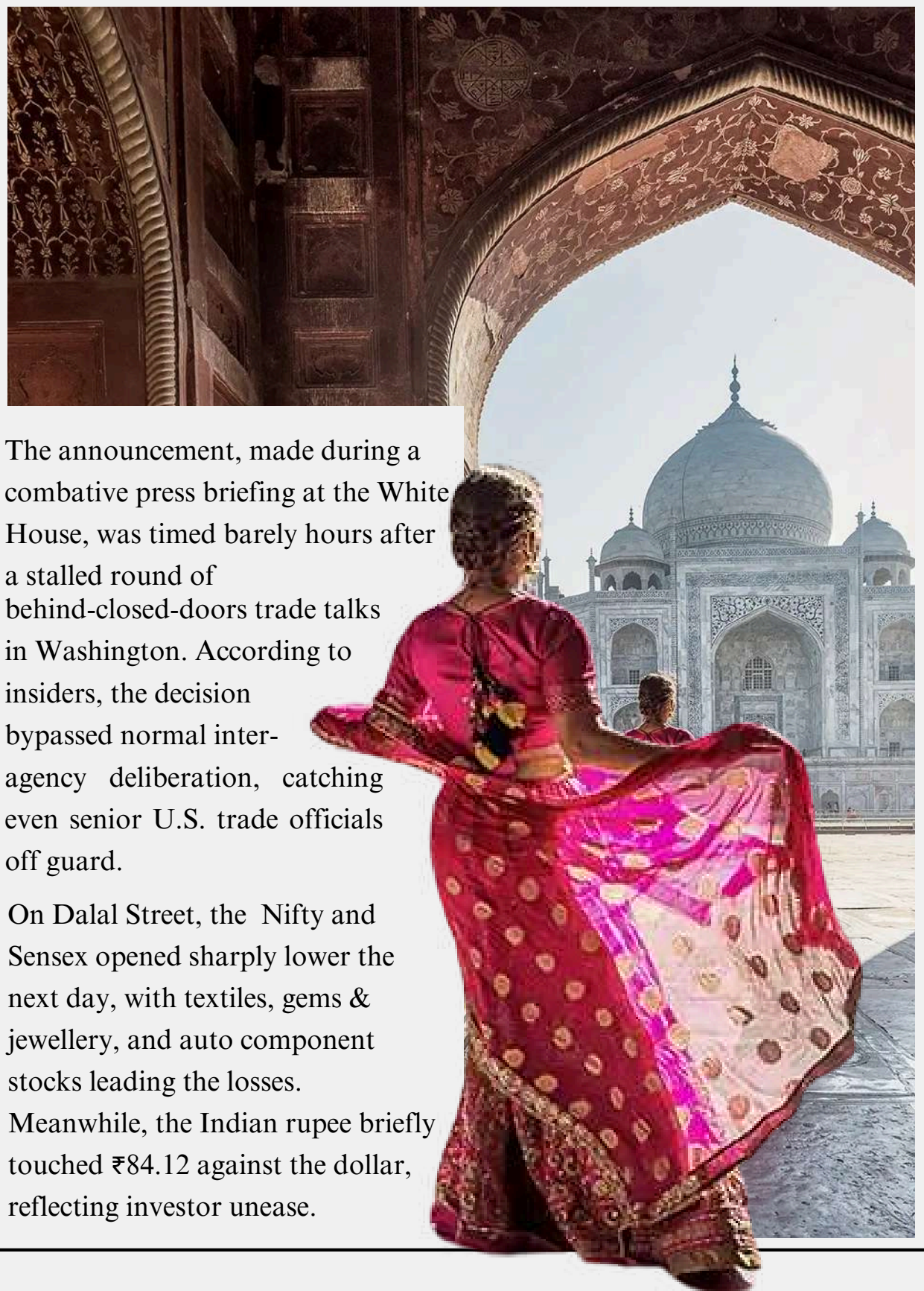
AN OVERVIEW

TRUMP SLAPS 50% TARIFF: IS THE US-INDIA TRADE DEAL ON THE BRINK?

THE SCALE OF THE IMPACT: NUMBERS THAT MATTER

- **\$118.4 Billion** – Value of India's total exports to the U.S. in FY24, representing 17% of India's total export basket.
- **\$4 Billion** – Annual apparel exports to the U.S., now facing the steepest competitiveness erosion in decades.
- **0.3% to 0.8%** – Estimated hit to India's GDP growth, per Moody's and Morgan Stanley projections, if the tariff persists beyond six months.
- **21 Days** – Time window before the tariff legally takes effect under U.S. law, giving exporters a narrow window to reroute or renegotiate shipments.

In an unexpected move that has reverberated across global markets, U.S. President Donald Trump announced a 50% blanket tariff on all Indian exports to the United States, a direct doubling of the existing 25% duty. The rationale? Washington's frustration with India's continued import of discounted Russian crude despite U.S. and G7 warnings.



The announcement, made during a combative press briefing at the White House, was timed barely hours after a stalled round of behind-closed-doors trade talks in Washington. According to insiders, the decision bypassed normal inter-agency deliberation, catching even senior U.S. trade officials off guard.

On Dalal Street, the Nifty and Sensex opened sharply lower the next day, with textiles, gems & jewellery, and auto component stocks leading the losses.

Meanwhile, the Indian rupee briefly touched ₹84.12 against the dollar, reflecting investor unease.

SECTORS IN THE *Crosshairs*

Apparel & Textiles

The Apparel Export Promotion Council (AEPC) warns that 85% of orders for the next quarter could be at risk. The majority of MSMEs in Tiruppur, Ludhiana, and Surat operate on thin margins; a 50% tariff makes them instantly uncompetitive compared to suppliers from Vietnam, Bangladesh, and Mexico—nations that retain preferential or lower tariff access to the U.S.

“This is an existential threat for thousands of small garment exporters. We cannot absorb this shock,” said AEPC Chairman Sunil Sethi.

Gems & Jewellery

India supplies 90% of the world’s polished diamonds. The U.S. is its single largest market. With tariffs, jewellers may need to absorb costs or shift to grey-market channels, risking compliance issues.

Pharmaceuticals

While generic drugs remain a U.S. healthcare cost-containment pillar, bulk API imports from India now face uncertainty. Analysts say price-sensitive procurement contracts may shift to Turkey and Eastern Europe.

Auto Components

Indian suppliers to Ford, GM, and Tesla face a profitability squeeze, with supply chain re-sourcing already being explored by U.S. OEMs.

The Political Undertones

Trump’s move isn’t just about trade, it’s part of a larger pressure campaign aimed at isolating Russia’s energy export revenue. India, now the second-largest buyer of Russian crude after China, has resisted U.S. calls to join Western sanctions, instead routing oil through complex shipping and currency arrangements.

New Delhi’s position is rooted in energy security and price stability—Russian crude trades at \$12–\$15 per barrel below Brent. But for Washington, optics matter: continued purchases undermine its sanctions narrative.



WHY THE TRADE DEAL IS IN TROUBLE

Just weeks ago, Commerce Minister Piyush Goyal had hinted that the much-anticipated India–U.S. Trade & Investment Framework Agreement (TIFA) was making “remarkable progress,” with scope to double bilateral trade to \$500 billion by 2030.

Now, USTR Katherine Tai has confirmed that all active negotiations are suspended pending “India’s compliance with fair-trade expectations”, a euphemism for scaling back Russian oil imports.

STRATEGIC RIPPLE EFFECTS: QUAD & BEYOND

- **Quad at Risk:** Japan and Australia, the other Quad members, are watching nervously. An economic rift between India and the U.S. could weaken the bloc’s Indo-Pacific deterrence narrative.
- **Space & Defence Cooperation:** Analysts warn that prolonged tariff tensions could spill over into joint defence projects, semiconductor supply-chain initiatives, and even NASA–ISRO space collaboration.
- **China’s Silent Advantage:** Beijing could exploit the gap by deepening trade and tech ties with India, as evidenced by the recent Modi–Xi thaw in Beijing.



INDIA’S CALCULATED RESPONSE

The Ministry of Commerce has called the U.S. action “unilateral, discriminatory, and a violation of WTO norms”. Retaliatory measures under consideration include:

- **WTO Dispute Settlement Case** – India may file a formal complaint.
- **Selective Tariff Retaliation** – Targeting U.S. agricultural imports like almonds, apples, and walnuts.
- **Diversifying Export Markets** – Accelerating trade pact talks with the EU, UAE, and ASEAN.



“India’s farmers, fishermen, and workers will not bow to unfair pressure. We are ready to pay a heavy price for sovereignty.”

THE GLOBAL MARKET PERSPECTIVE

- **Wall Street Reaction:** U.S. retailers—especially Walmart, Target, and Macy’s—have warned of price spikes ahead of the holiday season due to heavy reliance on Indian apparel and home goods.
- **Commodities Impact:** A slowdown in Indian exports could ease global cotton and gem prices, but raise pharmaceutical and auto part costs in the U.S.
- **Geopolitical Markets:** The move is seen as a test case for Trump’s second-term trade doctrine, which prioritises leverage over alliances.

MORE THAN A TRADE SPAT

This isn’t just a trade war, it’s a collision of strategic autonomy and economic interdependence. The U.S. wants India to align on Russia; India wants the U.S. to respect its energy calculus. Between them lies **\$118 billion** in annual trade and the credibility of one of the world’s most talked-about strategic partnerships.

If cooler heads prevail, tariffs could be rolled back through side-channel diplomacy in the coming months. But if egos harden, the **50%** tariff could mark the largest rupture in U.S.–India economic ties in decades.

BEIJING MEETING COULD REDEFINE INDIA-CHINA ECONOMIC ENGAGEMENT AMID GLOBAL REALIGNMENTS

As Prime Minister Narendra Modi lands in Beijing for what many are calling a diplomatic reset, the stakes are high, not just for India-China relations, but for the global economic order itself. In an era of shifting geopolitical allegiances, supply chain reconfigurations, and de-risking from China-led dependencies, this high-level visit carries the potential to recalibrate Asia's two largest economies.

WHY THIS VISIT MATTERS NOW

This is Modi's first visit to China in nearly five years, and it comes at a time of growing strategic recalibration across Asia and the Global South. The global economy is undergoing tectonic shifts, Western economies are decoupling from China, regional alliances are being reconfigured, and emerging economies are asserting greater agency.

India, with its 7.4% projected GDP growth in 2025, is being increasingly courted by multinationals and is emerging as a critical node in the "China+1" strategy. At the same time, China, facing stagnating domestic demand and export pressures, is looking to stabilize external economic relations—especially with key neighbours like India.

POTENTIAL THAW: FROM COMPETITION TO CONDITIONAL COLLABORATION

While tensions over border disputes, digital bans, and trade imbalances have soured ties in recent years, both governments are showing signs of recalibrated pragmatism. Sources suggest that backchannel diplomacy has laid the groundwork for the Modi-Xi meeting to focus on:

- **Reviving Bilateral Trade Talks** under a new mechanism insulated from geopolitical flashpoints
- **Re-opening Market Access** for select Indian pharmaceuticals, agritech, and IT services in China
- **Infrastructure Collaboration** in third countries, particularly under the BRICS+ framework
- **Revival of People-to-People Initiatives** via academic, tourism, and cultural exchange agreements



THE STRATEGIC ECONOMIC CONTEXT

India-China trade touched a record \$136 billion in 2024, but the imbalance remains stark—with India importing nearly four times what it exports to China. This visit could catalyze movement on:

- **Diversifying Trade Composition**

India is seeking to shift from commodity-based exports to high-value sectors like semiconductors, green energy components, and AI-driven health tech.

- **Leveraging Multilateral Platforms**

With both nations playing prominent roles in BRICS, SCO, and RCEP-adjacent dialogues, the two leaders may explore multilateral financing and de-dollarisation trade mechanisms.

- **Mutual Investment Confidence-Building**

Expect announcements around bilateral investment protection treaties (BIPAs) or ease of doing business corridors, especially if India signals greenlighting certain Chinese investments in non-sensitive sectors.



Domestic Optics and Political Calculus

From Delhi's standpoint, Modi's visit allows him to project **global statesmanship** ahead of the 2026 state elections, framing India as a stabilising power capable of **constructive engagement** without compromising national security.

For Beijing, warming ties with India provide a **hedge against growing Western pressure**, especially amid faltering European demand and increasing US-China decoupling.

But the optics must be carefully managed. Any overt concessions may face political backlash in both capitals. Hence, the outcomes are likely to be **incremental yet directional.**

WHAT BUSINESSES SHOULD WATCH FOR

- **New Joint Working Groups:** Likely to emerge in renewable energy, supply chain logistics, and frontier tech.

- **Revived Pharma Dialogue:** China could allow fast-tracking of Indian generics for its ageing population.



- **Digital Caution, Not Embrace:** India will maintain its red lines on data sovereignty, but may open limited collaboration in AI ethics and standards.
- **Border Talks to Continue Quietly:** Any economic thaw will likely run parallel to, not contingent upon, border de-escalation, a dual track diplomacy.

A MOMENT OF MUTUAL CALCULATION

CONCLUSION

The Modi-Xi meeting in Beijing isn't about returning to the Chindia dream of the 2000s, it's about defining a new, sober, interest-based engagement suited to a fragmented world order.

If handled deftly, this visit could lay the foundation for coexistence without convergence, where competition is acknowledged, but calibrated

collaboration is pursued in sectors of mutual gain.

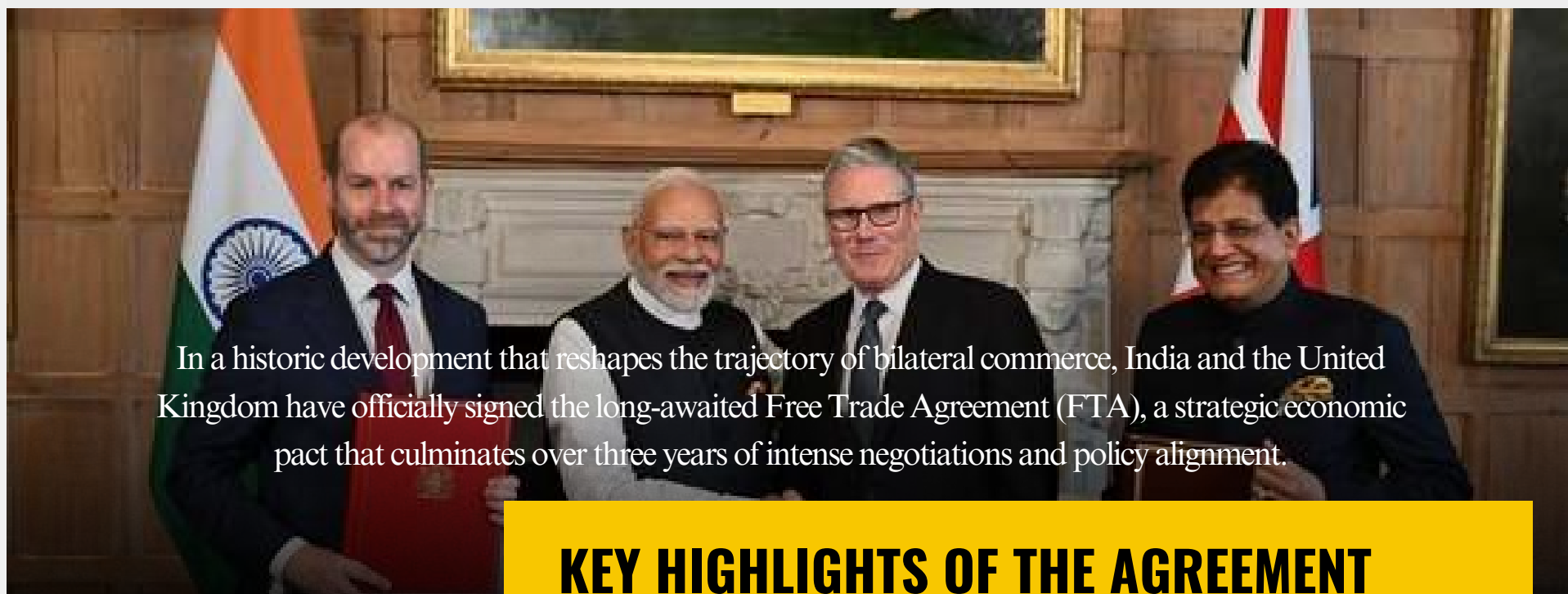
In a world realigning, India and China may not become partners, but they cannot afford to remain adversaries.



REGULATORY UPDATES



INDIA-UK TRADE PACT MARKS STRATEGIC SHIFT IN POST-BREXIT GLOBAL ALIGNMENT



In a historic development that reshapes the trajectory of bilateral commerce, India and the United Kingdom have officially signed the long-awaited Free Trade Agreement (FTA), a strategic economic pact that culminates over three years of intense negotiations and policy alignment.

A STRATEGIC AND SYMBOLIC ACCORD

The India-UK FTA, hailed as a "living bridge" by policymakers on both sides, goes beyond tariff liberalisation. It signals a deep recalibration of trade architecture, economic priorities, and geopolitical partnerships in a post-Brexit, post-pandemic world order.

Prime Minister Narendra Modi, in his address during the virtual signing ceremony, termed the agreement "a defining moment in India's global trade story," while UK Prime Minister Keir Starmer highlighted the deal as "a new dawn for Global Britain and the Indo-Pacific partnership."

KEY HIGHLIGHTS OF THE AGREEMENT

- **Tariff Eliminations:** The FTA eliminates or reduces tariffs on over 95% of UK goods exports to India, including automobiles, Scotch whisky, and pharmaceuticals. In return, India gains enhanced market access in services, especially IT, legal, healthcare, and education sectors.
- **Mobility & Talent:** A dedicated "Mobility and Skills Chapter" provides relaxed visa norms for Indian professionals and young talent, including a new Fast Track Business Visa scheme for Indian executives and entrepreneurs.
- **Digital & Data Framework:** The FTA introduces a progressive digital trade framework, supporting cross-border data flows, e-commerce cooperation, and IP protections while aligning with India's data sovereignty aspirations.
- **Rules of Origin & MSME Support:** The agreement incorporates flexible rules of origin and specific provisions for MSMEs, ensuring India's domestic industries remain competitive while accessing UK markets.
- **Sustainable Development Focus:** In line with global ESG mandates, the FTA includes sustainability clauses tied to carbon neutrality, labour standards, and green technology transfer.

GDP BOOST

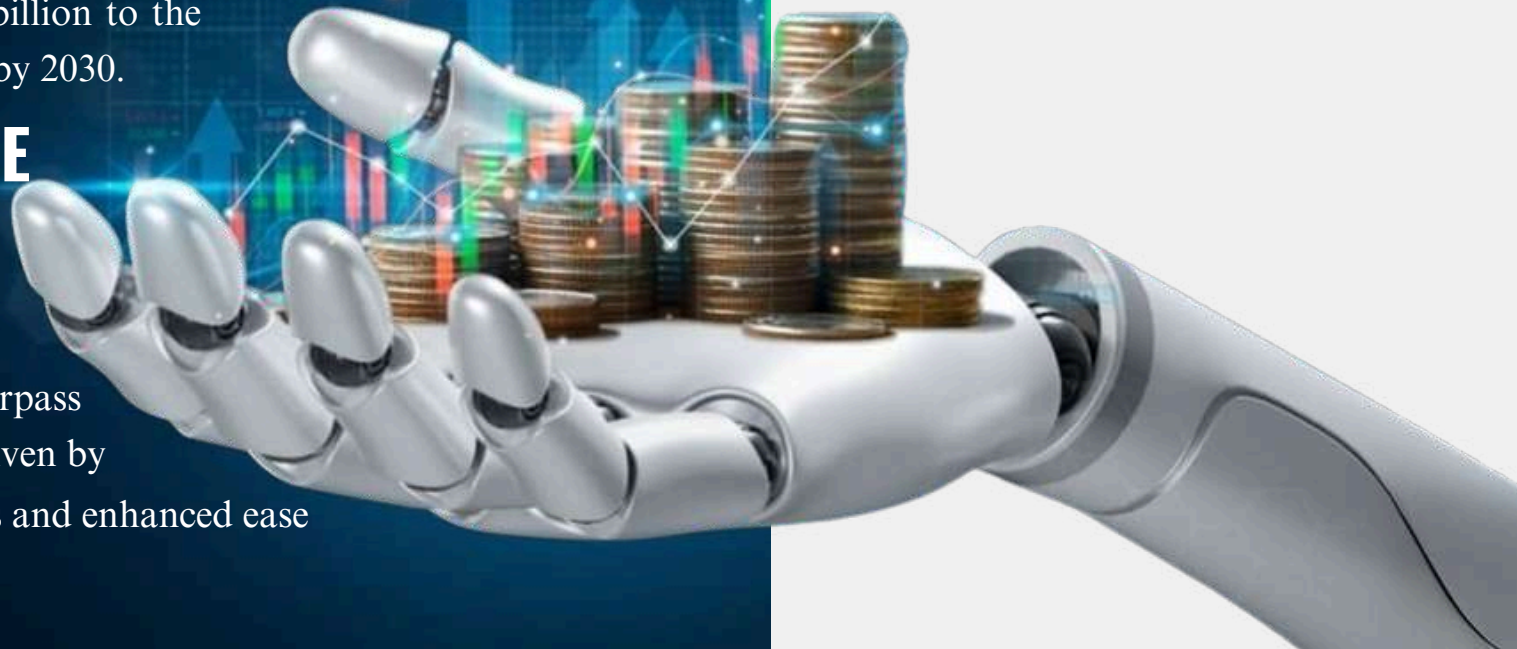
According to joint projections by NITI Aayog and the UK Treasury, the FTA is expected to add 0.5% to India's GDP and £3.4 billion to the UK economy annually by 2030.

TRADE VOLUME SURGE

Bilateral trade, which stood at \$21 billion in FY24, is projected to surpass \$35 billion by FY28, driven by diversified trade baskets and enhanced ease of doing business.

IMPACT

MACRO GAINS & SECTORAL WINDS



WINNERS: WHO STANDS TO GAIN

- **Indian IT and Consulting Firms:** With liberalised services trade and mutual recognition of qualifications, major Indian IT players like Infosys, TCS, and Wipro will find enhanced client access in financial and public sector projects across the UK.
- **UK Auto and Spirits Sector:** British carmakers and Scotch whisky distillers are expected to see immediate gains from reduced tariffs, some of which were as high as 150% previously.
- **Startups & Fintech:** The inclusion of digital innovation corridors and cross-border fintech sandboxes provides fertile ground for Indian startups to test and scale operations in the UK and vice versa.

CHALLENGES AHEAD: IMPLEMENTATION & SENSITIVITIES



While the agreement marks a historic milestone, its execution presents complex challenges:

- **Political Scrutiny:** Domestic industries, especially Indian dairy and agriculture, have expressed concerns over UK imports. Conversely, British unions are watching Indian labour compliance closely.
- **Non-Tariff Barriers (NTBs):** Issues like product standards, regulatory alignment, and IP enforcement remain potential friction points, necessitating continual dialogue under the Joint Implementation Committee.
- **Labour and Legal Provisions:** The inclusion of legal services has sparked debate in India, where the entry of UK law firms may test existing regulatory frameworks.

GEOPOLITICAL SIGNIFICANCE

Beyond trade metrics, the FTA is emblematic of India’s pivot toward strategic trade diversification, balancing its long-standing ties with the EU and US with deepened Commonwealth cooperation.

For the UK, this deal strengthens its Indo-Pacific tilt, reinforcing economic and diplomatic relevance in the region.

LOOKING AHEAD

The India–UK FTA is more than a bilateral trade pact, it's a template for a modern, equitable, and forward-looking globalisation model, where emerging markets like India co-author the rules of engagement.

As businesses across sectors recalibrate their strategies, the onus now lies on both governments to ensure smooth implementation, transparent arbitration, and continuous stakeholder engagement. In a world beset with protectionism, this FTA offers a rare glimmer of liberal economic optimism.



QUICK SNAPSHOT: INDIA–UK FTA

Aspect	Impact
Tariff Reduction	>95% UK exports, 85% Indian exports
Services Access	Indian IT, Legal, Health, Education
Projected GDP Boost	0.5% (India), £3.4B (UK) by 2030
Strategic Gain	Post-Brexit realignment, Indo-Pacific leverage
ESG Clause	Included

Verdict

A well-calibrated trade pact that offers both depth and direction, but its success will depend on political will, business readiness, and regulatory adaptability.

LOGISTICS

SPOTLIGHT

E-COMMERCE EXPORT HUBS TO SUPPORT INDIAN SMES WITH COST- EFFECTIVE LOGISTICS AND STREAMLINED REGULATORY PROCESS

As India steadily positions itself as a key player in global value chains, one of the most transformational shifts in its trade facilitation landscape is quietly taking shape: the establishment of E-Commerce Export Hubs (ECEHs).

Announced under the aegis of the Foreign Trade Policy (FTP) 2023 and formally operationalised via DGFT Trade Notice No. 14/2025 dated August 22, 2024, these hubs are not merely pilot initiatives—they represent a strategic attempt to democratise international trade for India's micro, small and medium enterprises (MSMEs), rural artisans, and digitally-enabled entrepreneurs.



BRIDGING INFRASTRUCTURE GAPS IN MSME EXPORTS

Despite comprising over 45% of India's exports, MSMEs continue to be underrepresented in high-growth, high-margin e-commerce exports. Multiple infrastructural and regulatory impediments, ranging from complex documentation to high last-mile costs, have historically disincentivised smaller players from tapping into global digital marketplaces.

ECEHs aim to rectify this by offering integrated logistics and regulatory infrastructure that consolidates the entire export process, from packaging and customs clearance to warehousing and dispatch, within a single operational ecosystem.

Each hub will be developed through public-private partnerships, with active involvement from logistics players, postal authorities, customs, DGFT regional offices, and private e-commerce platforms.



CORE FEATURES OF ECEHS: STRUCTURAL INNOVATIONS

Integrated Export Facilitation

- One-stop facilities for labeling, packaging, documentation, and customs clearance.
- Access to last-mile logistics reduces reliance on fragmented courier solutions.
- Alignment with courier and postal export channels, both now incentivised under new CBIC guidelines.

Geographically Dispersed Implementation

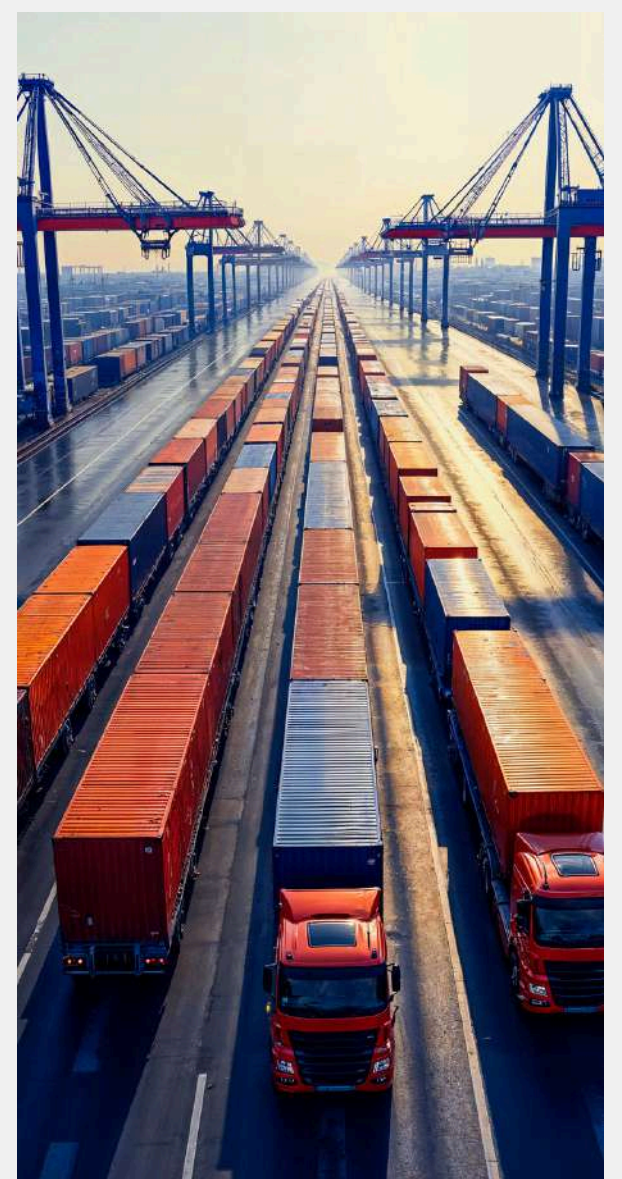
- Five pilot hubs to be launched initially in strategically significant states across India.
- Priority is being given to regions with strong MSME density and export-oriented industrial clusters.

Logistics Cost Optimisation

- MSMEs will gain access to consolidated shipping and warehousing infrastructure, reducing per-unit shipment costs.
- Enhanced competitiveness in small-volume exports, critical for categories like handicrafts, apparel, jewellery, leather goods, and organic products.

Technology-Enabled Compliance

- Streamlined compliance protocols through Trade Connect, an online knowledge platform by DGFT.
- Real-time guidance, documentation templates, training modules, and connections to government schemes.



COMPLEMENTARY POLICY REFORMS: CREATING AN ENABLING ECOSYSTEM

The ECEH initiative is not standalone; it forms the core of a broader, synergised policy matrix designed to stimulate e-commerce exports.

1. Customs and Incentives Reform

- **CBIC Notification (Sep 2024):** Increased the value limit of courier exports to ₹10 lakh, enabling high-value e-commerce shipments to qualify under simplified procedures.
- **Inclusion under RoDTEP & Duty Drawback:** Courier and postal exports are now eligible for these critical incentives, narrowing the gap between traditional and digital export channels.

2. Banking Simplification

- **RBI's draft circular under EDPMS:** Authorises banks to close shipping bills of value up to ₹10 lakh via quarterly consolidated statements, reducing reconciliation overhead for low-value e-commerce shipments.

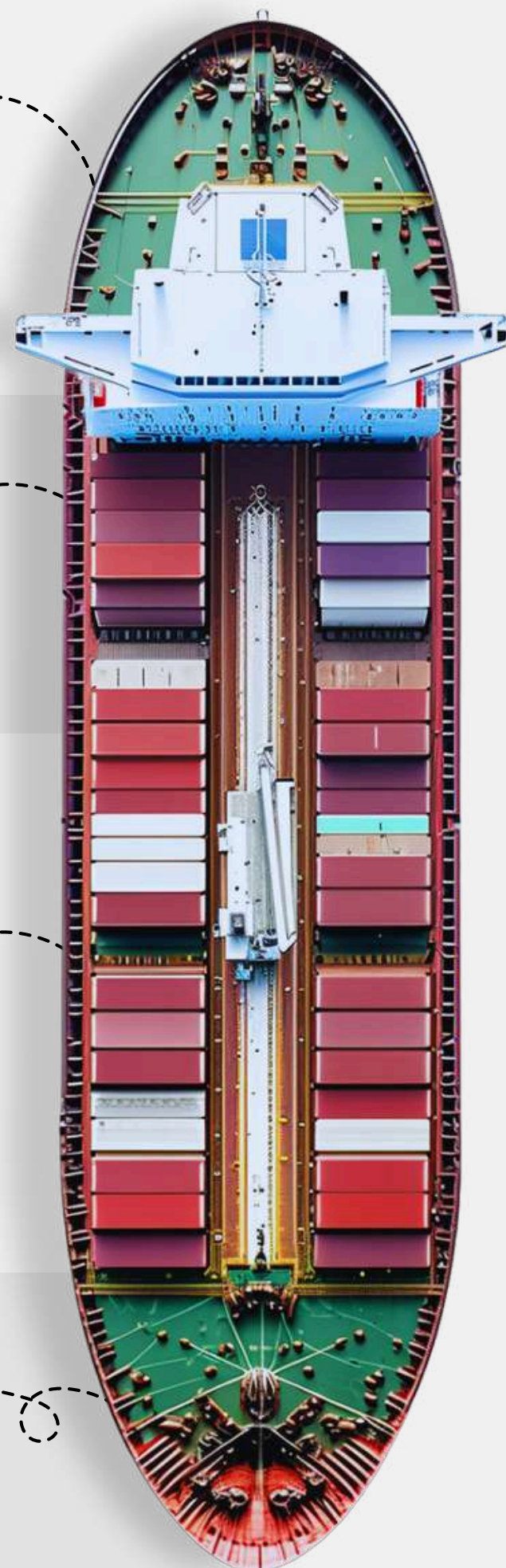
3. Grassroots Enablement: Dak Ghar Niryat Kendras (DNKs)

Over 1,013 DNKs operational across India under India Post, providing:

- Basic compliance support,
- International packaging standards,
- Documentation and label generation assistance,
- Access to the International Tracked Packet Service (ITPS) for cost-efficient delivery to 41 countries.

4. Capacity Building and Market Linkages

- Collaboration with global e-commerce marketplaces for onboarding Indian sellers through targeted training.
- Letters of Intent (LoIs) were signed with several platforms to increase MSME participation and streamline onboarding.
- DGFT's regional offices are tasked with driving outreach, awareness campaigns, and inclusion of first-time exporters.



STRATEGIC IMPLICATIONS

A MULTI-DIMENSIONAL ADVANTAGE

Key Benefit	Strategic Impact
Regulatory Simplification	Reduces procedural overhead for MSMEs with limited legal or customs expertise.
Cost Efficiency	Economies of scale in logistics allow competitive pricing in foreign markets.
Faster Market Access	Enables faster turnaround for global orders, enhancing customer experience.
Risk Diversification	Reduces dependence on domestic markets and traditional export agents.

THE ROAD AHEAD: INSTITUTIONALISING DIGITAL EXPORT INFRASTRUCTURE

India is currently at an inflection point in its trade policy evolution. With global e-commerce exports projected to exceed \$7 trillion by 2030, India's ability to empower its grassroots exporters will define its role in global digital trade.

The ECEH framework has the potential to:

- Accelerate first-mile to last-mile digitisation,
- Embed ESG-friendly export models through localised manufacturing,
- Generate employment in tier-2 and tier-3 cities,
- And most importantly, create export entrepreneurs at scale.

However, successful institutionalisation will require:

- Performance benchmarking of each pilot hub,
- Private sector participation in financing and operating logistics infrastructure,
- And continuous policy agility to adapt to rapidly evolving global trade standards.



Conclusion: From Policy to Prosperity

E-Commerce Export Hubs are a pivotal structural innovation, bringing together logistics, policy reform, and digital trade under one unified umbrella. For India's vast and under-leveraged MSME base, this represents more than just a logistical convenience; it is a bridge to global markets.

If effectively implemented, these hubs will not only make Indian exports more competitive but will also transform India from a services-dominant digital economy into a product-exporting digital powerhouse.

ADVANTAGE INDIA

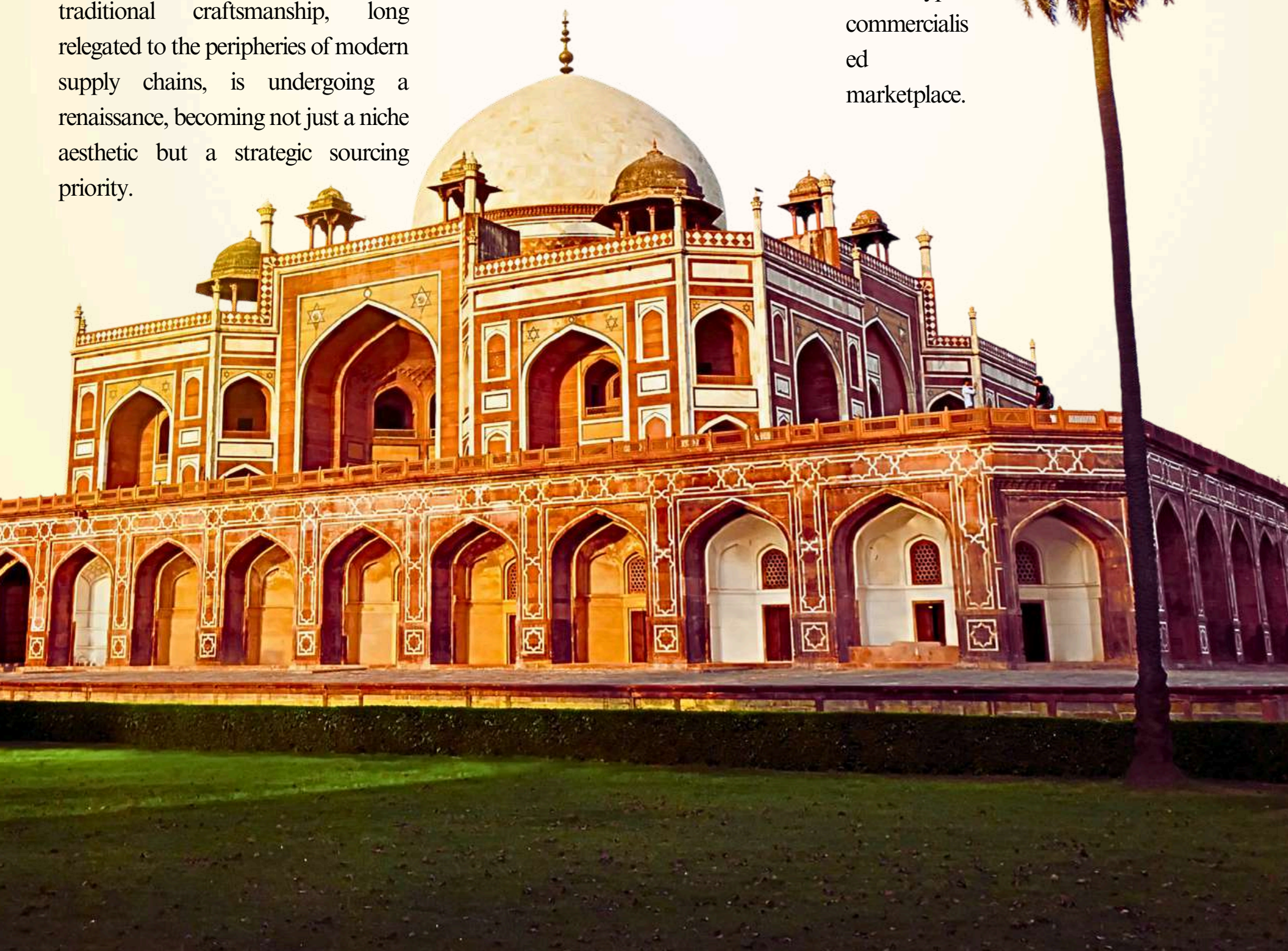
HOW TRADITIONAL CRAFTSMANSHIP IS BECOMING A MODERN SOURCING PRIORITY

In an era dominated by digital transformation and scalable automation, it may seem counterintuitive that global brands and retailers are increasingly turning back to centuries-old artisanal traditions. Yet,

traditional craftsmanship, long relegated to the peripheries of modern supply chains, is undergoing a renaissance, becoming not just a niche aesthetic but a strategic sourcing priority.

From handwoven textiles in Kutch to indigenous pottery in Oaxaca, traditional craftsmanship is now firmly on the radar of sourcing executives, sustainability officers, and brand strategists. This shift is being driven by a convergence of

consumer demand, ESG mandates, and the need for authenticity in a hyper-commercialised marketplace.



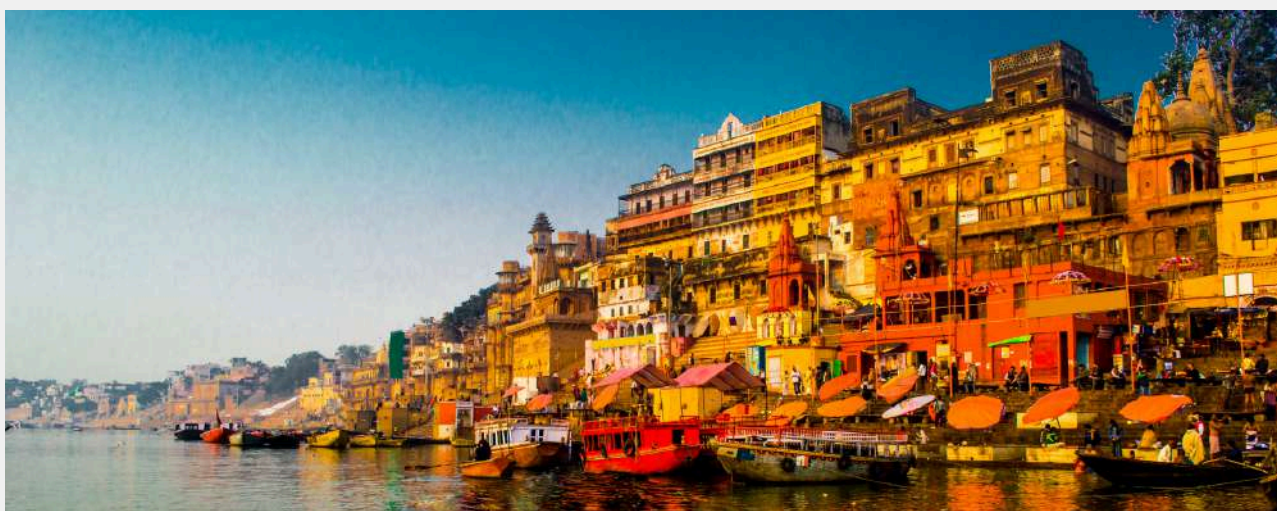
THE RISE OF CONSCIOUS CONSUMERISM

The 2020s have seen a seismic shift in consumer expectations. Today's shoppers, particularly

Millennials and Gen Z, are not just buying products; they're buying values. Sustainability, traceability, and social impact are key considerations in their purchasing decisions.

Traditional craftsmanship naturally aligns with these values. Handcrafted goods often rely on renewable materials, low-energy production methods, and provide direct economic benefits to artisans and their communities. For brands, integrating such crafts into their sourcing portfolios is not only a way to meet ESG goals but also a way to connect meaningfully with ethically-minded consumers.

In saturated markets, storytelling is currency. Products embedded with cultural heritage and artisanal narratives offer brands a differentiated proposition. A factory-produced shirt may deliver margins, but a hand-embroidered garment tells a story of skill, of tradition, of place.



This narrative premium is increasingly seen as a competitive advantage. Luxury giants like LVMH and Hermès have long leveraged artisanal excellence as part of their brand identity. Now, even mass-market players are realising the commercial potential of products with provenance.

DIVERSIFYING RISK WITH DECENTRALISED PRODUCTION

Beyond the ethical and marketing considerations, traditional craftsmanship presents a unique sourcing advantage: resilience. In a post-pandemic world where global supply chains remain volatile, decentralised, community-based production clusters offer brands a degree of agility and redundancy.

Artisanal networks, while smaller in scale, are often highly adaptable. They rely on local supply loops and have the capacity to ramp up or pivot with minimal infrastructural dependency. For sourcing leaders, integrating these micro-ecosystems can hedge against geopolitical risks, climate disruptions, and over-dependence on single geographies.



TECHNOLOGY AS A BRIDGE, NOT A BARRIER

Critics argue that artisanal production lacks the scalability required for modern commerce. However, recent developments in digital platforms, traceability tech, and capacity-building initiatives have begun to bridge this gap.

Blockchain-powered provenance systems are enabling full transparency from loom to label. Platforms like Etsy, Okhai, and GoCoop are connecting artisans directly with global markets. Meanwhile, private equity is increasingly entering the space, funding tech-enabled craft aggregators and artisan-focused supply chain enablers.

Rather than displacing artisans, technology is empowering them, facilitating quality assurance, fair pricing, and access to international buyers.

GOVERNMENT POLICY AND INSTITUTIONAL SUPPORT

Governments, too, are recognising the strategic and cultural importance of traditional crafts. In India, schemes like the ODOP (One District One Product) and the ongoing GI tagging initiatives aim to protect and promote indigenous craftsmanship. Similar policies are emerging globally, with UNESCO's intangible cultural heritage designations playing a role in preserving artisan skills.

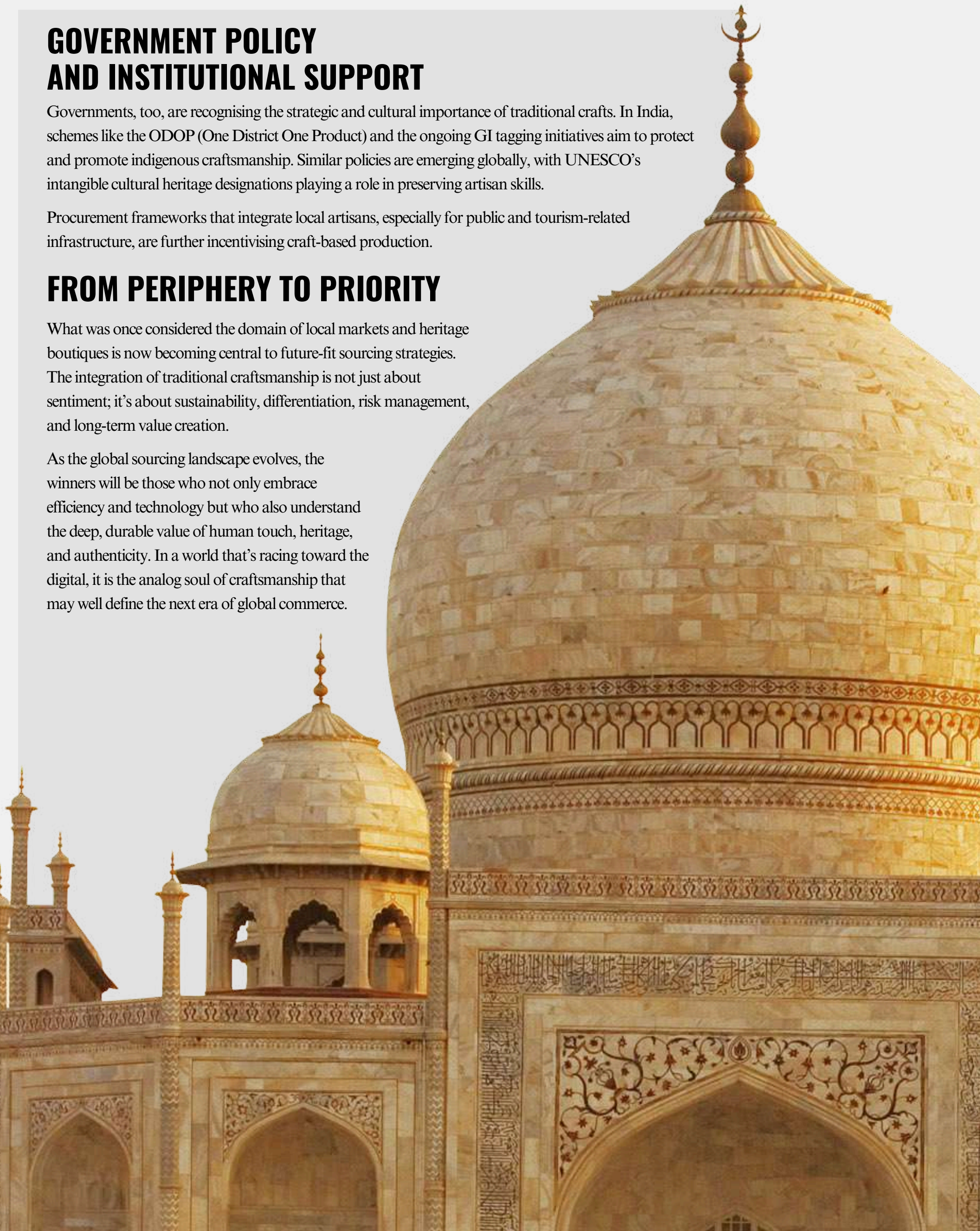
Procurement frameworks that integrate local artisans, especially for public and tourism-related infrastructure, are further incentivising craft-based production.

FROM PERIPHERY TO PRIORITY

What was once considered the domain of local markets and heritage boutiques is now becoming central to future-fit sourcing strategies.

The integration of traditional craftsmanship is not just about sentiment; it's about sustainability, differentiation, risk management, and long-term value creation.

As the global sourcing landscape evolves, the winners will be those who not only embrace efficiency and technology but who also understand the deep, durable value of human touch, heritage, and authenticity. In a world that's racing toward the digital, it is the analog soul of craftsmanship that may well define the next era of global commerce.



India's rapid rise as a global trade powerhouse is no coincidence. It is the outcome of a strategically designed ecosystem that interweaves policy, technology, and institutional infrastructure.

At the core of this framework are key government bodies and digital portals that streamline foreign trade operations, enhance transparency, and empower exporters and importers to compete on the world stage.

As India targets a \$2 trillion export economy in the coming years, understanding the institutional mechanisms that support this ambition is essential for businesses, investors, and policymakers alike.

DGFT: THE NERVE CENTRE OF INDIA'S EXPORT-IMPORT POLICY

The Directorate General of Foreign Trade (DGFT) plays a pivotal role in regulating and promoting India's foreign trade. Operating under the Ministry of Commerce and Industry, the DGFT is the principal authority for framing and implementing the Foreign Trade Policy (FTP), which lays down incentives, compliance guidelines, and export promotion measures.

KNOW YOUR BUSINESS

Decoding India's Trade Ecosystem: Key Government Bodies & Portals Powering Global Business Success





Through its revamped DGFT portal, exporters can now access real-time licensing services, monitor applications, and apply for schemes such as RoDTEP, Advance Authorisation, and Export Promotion Capital Goods (EPCG). This digital transformation has reduced turnaround times and enhanced transparency, key to improving India's global trade ease index.

ICEGATE: THE DIGITAL GATEWAY TO INDIAN CUSTOMS

No discussion on trade facilitation is complete without ICEGATE, the Indian Customs Electronic Data Interchange Gateway. Managed by the Central Board of Indirect Taxes and Customs (CBIC), ICEGATE acts as the digital interface for exporters, importers, customs brokers, and logistics service providers.

With over 12 lakh users, ICEGATE enables electronic filing of documents like Bills of Entry, Shipping Bills, and e-Sanchit document uploads. It also offers a seamless integration with the Risk Management System (RMS) and Faceless Assessment, aligning with India's vision of reducing physical interface and improving efficiency.

EXIM BANK: FUELING GLOBAL EXPANSION

For Indian businesses looking to scale their international footprint, the **Export-Import Bank of India (EXIM Bank)** serves as a strategic enabler. As a development financial institution, EXIM Bank provides trade finance, overseas investment support, and market advisory services.

With initiatives such as the **Buyer's Credit under National Export Insurance Account (NEIA)** and the **Lines of Credit** extended to foreign governments, EXIM Bank has been instrumental in promoting India's exports to emerging markets in Africa, Asia, and Latin America.

INDIA TRADE PORTAL: MARKET INTELLIGENCE AT YOUR FINGERTIPS

Operated by the **Federation of Indian Export Organisations (FIEO)**, the **India Trade Portal** acts as a one-stop knowledge platform offering detailed insights into tariff and non-tariff barriers, technical regulations, and trade agreements across countries.

This portal is particularly valuable for MSMEs and new exporters who need actionable intelligence on product standards, import procedures, and real-time trade alerts. Its country-wise trade guides and HS code search capabilities make it a vital tool for navigating complex export markets.



Invest India & Niryat Portal: Policy Connect for New Age Exporters

The government's proactive stance on digital enablement is further evident in platforms like **Invest India** and the recently launched **Niryat Portal**.

- **Invest India**, the national investment promotion and facilitation agency, offers a dedicated **Startup India Export Connect** platform and handholding support for investors and exporters alike.
- **Niryat Portal**, launched by the Ministry of Commerce, offers a dashboard-style interface for accessing India's export-import performance, policy updates, and scheme analytics in a user-friendly format.

These platforms are designed not just for reporting, but for empowering decision-making in a data-driven global economy.

SEZs, EPCs, and FTAs: The Structural Pillars

Beyond portals, India's trade ecosystem is structurally reinforced through:

- **Special Economic Zones (SEZs)** which provide tax benefits, infrastructure, and regulatory relaxations.
- **Export Promotion Councils (EPCs)** representing sectoral interests and facilitating global networking.
- **Free Trade Agreements (FTAs)** and Comprehensive Economic Partnership Agreements (CEPAs) that open preferential access to markets such as ASEAN, Japan, Australia, UAE, and more.

Together, these components create an enabling environment for exporters, particularly those in high-growth sectors such as electronics, pharmaceuticals, renewable energy, and agri-tech.

Conclusion: A System Built for Scale and Speed

India's trade infrastructure is evolving from a paper-heavy, compliance-intensive model to one powered by digital-first, integrated solutions. From policy formulation to execution and credit support to market intelligence, the combined efforts of government bodies and portals are reshaping India into a **trade-ready, export-competitive economy**.

As global supply chains recalibrate and new trade corridors emerge, leveraging India's trade ecosystem will be crucial for businesses seeking scale, speed, and sustainability in the international marketplace.

***Disclaimer:** This article reflects a journalistic overview of India's trade ecosystem and does not constitute legal or financial advice.*



PRODUCT

OF THE MONTH

Coconut Shell Bowls & Cutlery



In a world that's waking up to the importance of mindful living, coconut shell bowls and cutlery are emerging as the perfect blend of sustainability, functionality, and natural beauty. Crafted from discarded coconut shells, once considered agricultural waste, these eco-friendly essentials are breathing new life into traditional kitchenware.

WHY CHOOSE COCONUT SHELL BOWLS & CUTLERY?

A SECOND LIFE FOR COCONUT SHELLS

Every year, millions of coconut shells are burned or discarded after the extraction of coconut meat and water. But what if this so-called waste could be transformed into elegant, reusable products? That's exactly what coconut shell bowls and cutlery do. By upcycling what would have gone to landfill, they help reduce carbon emissions and support a circular economy, all while offering a rustic, tropical charm to your table.



HANDCRAFTED ELEGANCE

Each bowl is hand-carved by skilled artisans, giving it a unique texture, grain, and shape. Unlike mass-produced ceramic or plastic kitchenware, no two coconut bowls are exactly alike; every piece tells its own story. Polished to a smooth finish and sometimes treated with natural coconut oil, these bowls are 100% chemical-free and food-safe.

The matching cutlery sets, made from coconut wood or polished bamboo, bring a cohesive aesthetic that elevates everything from smoothie bowls to salads and rice dishes. They're not just tools, they're statements.

- **Zero Waste:** Made from reclaimed coconut shells and wood, with no synthetic materials.
- **Biodegradable:** Fully compostable at the end of their life cycle.
- **Non-Toxic:** Free from BPA, plastic, or harmful chemicals.
- **Durable:** Tough enough for daily use, gentle enough for the environment.
- **Stylish:** A natural, earthy look that fits beautifully into modern or boho kitchens.
- **Supports Artisans:** Many coconut products are handmade by rural communities, promoting fair trade and preserving traditional craftsmanship.

MARKET OVERVIEW & INDUSTRY SHARE

The demand for eco-friendly kitchenware is rising sharply, and coconut-based products are becoming mainstream in both urban households and boutique hospitality spaces.

GLOBAL MARKET INSIGHTS

- **Sustainable Tableware Market Size (2024):** Estimated at USD 33.5 billion globally.
- **Coconut Shell Kitchenware Share:** Holds an estimated 7–9% of the sustainable tableware sector, growing at a projected 15% CAGR through 2028.

Surging interest is being driven by zero-waste lifestyles, eco-tourism, and the growing preference for natural home goods.



KEY MARKETS:

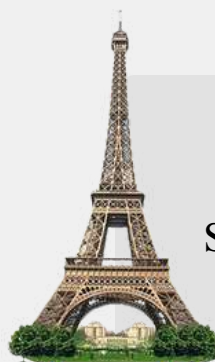
North America

One of the largest consumer markets, with demand led by eco-conscious millennials and health-focused households. E-commerce and zero-waste stores are the primary sales channels.



Europe

Particularly strong in countries like Germany, the Netherlands, and Scandinavia, where sustainable living is part of mainstream culture.



Asia-Pacific

The manufacturing and artisan hub. India, Indonesia, Vietnam, and the Philippines are major producers, often combining traditional craftsmanship with modern designs.



Australia & New Zealand

High awareness around ethical consumption and sustainability makes coconut kitchenware a popular choice in retail and hospitality sectors.



Middle East & Africa

An emerging market, especially within eco-resorts, organic cafes, and wellness retreats.



TARGET CONSUMERS

- Eco-conscious millennials and Gen Z
- Health & fitness communities (e.g. smoothie bowl lovers, vegans)
- Interior design enthusiasts seeking natural décor
- Boutique hotels, wellness spas, and yoga retreats
- Sustainable gifting and corporate gifting buyers

PERFECT FOR EVERYDAY USE

Whether you're prepping an Instagram-worthy smoothie bowl, serving a tropical salad, or hosting a conscious dinner party, these bowls and utensils are designed to impress. They're lightweight yet sturdy, making them ideal for both home and outdoor use, from beach picnics to eco-retreats.

EASY CARE TIPS

To keep your coconut bowl and cutlery in top condition:

- Hand wash with lukewarm water and gentle soap.
- Avoid soaking or putting them in the dishwasher.
- Rehydrate with a touch of coconut oil occasionally to maintain shine and strength.

A SIMPLE STEP TOWARDS A GREENER FUTURE

Switching to coconut shell bowls and cutlery is more than a trend; it's a lifestyle choice rooted in sustainability, minimalism, and respect for nature. With every purchase, you're making a difference supporting artisan communities, reducing plastic waste, and embracing products that align with eco-conscious values.



11.11

CASE STUDIES

Weaving a New Future: How 11.11 is Reviving India's Craft Legacy Through Design

Founded with a deep respect for India's artisanal heritage, 11.11 / eleven eleven was never just a fashion label; it was a movement. At a time when fast fashion dominated the market, 11.11 emerged with a counter-narrative: one that championed slow fashion, sustainability, and craftsmanship.

Rooted in the philosophy of mindful consumption and authentic storytelling, the brand was born out of the desire to connect modern design with centuries-old Indian craft traditions, offering not just garments but heirlooms of culture and soul.



REIMAGINING TRADITION THROUGH CONTEMPORARY DESIGN

What sets 11.11 apart is its transformative approach to indigenous textiles. The brand collaborates directly with master artisans across rural India, working with hand spinners, natural dyers, weavers, and embroiderers, to produce handloom fabrics and garments infused with raw elegance.

Traditional techniques such as khadi weaving, natural dyeing with indigo, and hand embroidery are not just preserved but reinterpreted through minimalist, modern silhouettes that appeal to the global conscious consumer. By fusing heritage with high design, 11.11 has made craft relevant, wearable, and aspirational again.

A SUSTAINABLE SUPPLY CHAIN THAT EMPOWERS

11.11's vertically integrated model is a case study in ethical fashion. From farm to final stitch, the brand maintains transparency and traceability at every step. Cotton is sourced directly from small organic farms, fabrics are dyed using plant-based materials, and all production is done in collaboration with artisan clusters, ensuring fair wages and dignified livelihoods. This regenerative ecosystem not only minimizes environmental impact but also fuels rural economies and prevents the erosion of traditional skills.

SCALING IMPACT WITHOUT COMPROMISING VALUES

While many craft-based brands struggle to scale without losing authenticity, 11.11 has cracked the code by building long-term, trust-based relationships with artisans and embracing a seasonless, limited-edition approach to fashion. It has successfully tapped into niche global markets, exporting to conscious luxury retailers and participating in prestigious fashion showcases, while still maintaining a boutique, workshop-style model. The brand proves that commercial success and cultural responsibility are not mutually exclusive, but rather, deeply complementary.



INSPIRING A NEW GENERATION OF DESIGNERS AND CONSUMERS

At its core, 11.11 is inspiring a shift in both mindset and practice. It has become a torchbearer for India's slow fashion movement, encouraging new designers to collaborate with craftspeople and pushing consumers to value process over product. By telling the stories of its makers and highlighting the hands behind the cloth, the brand fosters a deeper connection between wearer and weaver.

11.11 / eleven eleven is more than a brand, it's a bridge between the past and the future. It is proving that design can be a powerful tool for cultural preservation, economic inclusion, and environmental stewardship. In weaving new stories from ancient threads, 11.11 is not just reviving India's craft legacy—it is reimagining what fashion can be.



UPCOMING EVENTS

Footwear India Expo 2025

When: August 22–24, 2025

Where: Hall 5 GF, Pragati Maidan, New Delhi

Footwear India Expo 2025 is a dedicated B2B exhibition for the complete footwear value chain, bringing together manufacturers, suppliers, and industry professionals from across the country.

The expo will feature a diverse range of products, including leather and non-leather footwear, raw and synthetic materials, accessories, components, chemicals, as well as the latest in footwear machinery and moulds.

As one of India's leading industry-specific trade shows, it offers a strategic platform for sourcing, networking, and exploring new business opportunities in the rapidly evolving footwear sector.

SIAL India 2025

When: August 22–24, 2025

Where: Jio World Convention Centre, Bandra Kurla Complex, Mumbai

SIAL India 2025 is set to be a premier B2B platform for the food and beverage industry, bringing together global and domestic stakeholders under one roof.

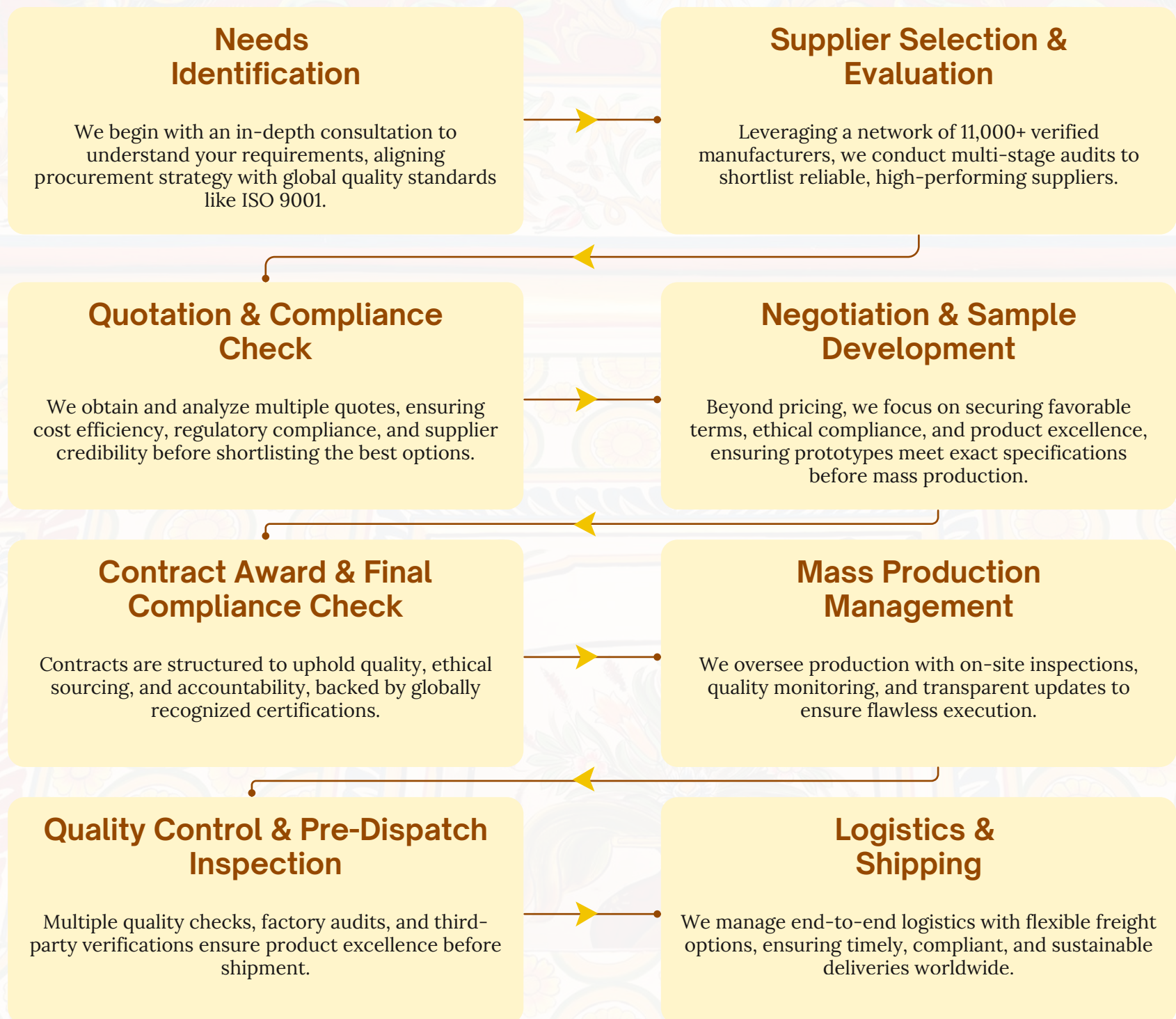
The event will showcase a wide spectrum of products, including processed foods, beverages (alcoholic and non-alcoholic), confectionery, dairy, snacks, ready-to-eat (RTE) items, organic and health foods, ingredients, spices, meat, and seafood, along with cutting-edge innovations in food-tech and packaging.

As part of the renowned SIAL network, this edition in Mumbai promises unparalleled opportunities for networking, sourcing, and discovering the latest industry trends.



Our Procurement Process

After extensive research, our team has crafted a tested, structured procurement process that ensures top-quality products, competitive pricing, and seamless imports—backed by global standards. Our eight-step procurement framework ensures quality, compliance, and risk-free sourcing for maximum value.



At **Inductus Global**, we go beyond procurement—we build supply chain excellence with trust, transparency, and a commitment to global standards

For a detailed technical Explanation, [Click Here](#)



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Our Services

1 PRODUCT SOURCING

Finding, vetting, and selecting retail vendors for the provision of goods and services.

2 PRODUCT DESIGN & DEVELOPMENT

Our design & Development process elevates your brand and boosts sales with functional, visually appealing products.

3 BUSINESS NEGOTIATION

Negotiation services to create favourable terms and help businesses acquire maximum value and quality.

4 MASS PRODUCTION MANAGEMENT

Focus on quality, time, and resources to ensure constant production line flow, competitiveness, and profitability.

5 PACKAGING MANAGEMENT

Offering tailored solutions to boost efficiency while reducing cost and creating a strong brand presence.

7 QUALITY CONTROL & INSPECTION

Quality control procedures to build investor confidence, reduce risks, and ensure legal compliance.

6 LOGISTICS & SHIPPING ARRANGEMENT

Providing end-to-end shipping solutions and regulating all aspects of packing, labelling, shipping, and documentation.

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for being one of the **Leading GCC Enabler of India**

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Inductus ensures that each model is executed with precision, innovation, and strategic foresight—helping you unlock the full potential of your GCC in India.

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