Government of India
Ministry of Commerce and Industry
Department of Commerce
Directorate General of Foreign Trade
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Dated: August 06, 2026

Trade Notice No. 16 / 2026-27

To,

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

Subject: Inclusion of eligible DPIIT-Recognized Start-ups under "Source from India" on the Trade Connect ePlatform reg.

The Trade Connect ePlatform has been launched as a one-stop digital interface designed to strengthen support for Indian exporters from institutional actors of Government of India. A key flagship feature on the Trade Connect ePlatform, 'Source from India', 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 reference to Trade Notice no. 15/2025-26, as on 1st November 2025, "Source from India" was rolled out for 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.

3. In order to facilitate start-up exporters in creating their profiles on the "Source from India" facility of the Trade Connect ePlatform, it has now been decided to amend the eligibility criteria for exporters to avail of the said facility.

4. With effect from publication of this Trade Notice, DPIIT-recognized Start-ups having meeting the eligibility criteria as stated in the earlier point, may be encouraged to register under the "Source from India" feature on Trade Connect ePlatform and shall be recognized with a unique start-up badge mapped to the said profiles. Further, these

Start-ups may be onboarded upon verification of their export activity through the DGFT IEC database.

5. It may also be noted that a special exception has been provided for DPIIT-recognized start-ups. Such start-ups, even if they do not meet the eligibility criteria for "Source from India", may register on the platform, provided they hold an active IEC and are not included in the DEL list.

6. This inclusion is essential as DPIIT-recognized Start-ups are increasingly contributing innovative, high-quality products and services to global markets. Providing them visibility on an official buyer-discovery platform will support their export growth, help diversify India's export basket, and strengthen India's positioning as a hub for innovation-led exports.

7. Start Up Users registered on Trade Connect whose profiles are linked to eligible IECs and IECs with special exception 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.

8. 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.

9. Export Promotion Councils, Commodity Boards 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.

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

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Annexure – Steps for registration for Source from India on Trade Connect ePlatform

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Pre- requisites for registration

1. A valid user account on Trade Connect ePlatform (www.trade.gov.in) 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

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 https://www.trade.gov.in/pages/source-from-india once approved.

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