

— COMPREHENSIVE SUMMARY REPORT —

Rajasthan Trade Promotion Policy 2025

Department of Industries & Commerce
Government of Rajasthan

Policy Validity: Gazette Publication Date – 31st March 2029

1. Overview

The Rajasthan Trade Promotion Policy 2025 is a landmark state-level policy initiative introduced by the Government of Rajasthan under the leadership of Chief Minister Bhajan Lal Sharma and Industries & Commerce Minister Col. Rajyavardhan Rathore. The policy creates an inclusive, modern, and future-ready trade ecosystem that empowers retailers, wholesalers, and traders across the State.

Aligned with the vision of a 'Rising, Reliable and Receptive Rajasthan', the policy bridges the gap between traditional trade and modern retail, encourages formalisation, strengthens supply chains, and drives MSMEs toward inclusive growth — in pursuit of the broader goal of 'Viksit Rajasthan @ 2047'.

Key Statistics at a Glance

Indicator	Figure / Detail
India Retail Market Value (2022)	USD 836 Billion
Projected India Retail Market (2030)	USD 1.5 Trillion
Employment – Retail Trade (India)	~43 Million People
Employment – Wholesale Trade (India)	~10 Million People
Share of Workforce in Trade Sector	Over 8%
Rajasthan's Share – India Retail Market	~8%
Rajasthan – Total Retail Stores	1.05 Million Stores
Rajasthan – Geographical Area	3,42,239 sq. km (10.4% of India)
Policy Validity Period	Gazette Publication Date to 31st March 2029

2. Need for the Trade Promotion Policy

The trade sector is a critical driver of employment, entrepreneurship, and economic growth in Rajasthan. The key drivers behind this policy are:

- Promote investments in the trade sector within the State
- Creation of new employment opportunities
- Inclusive development of trade sector, including micro trade enterprises
- Provide better access to market and credit for small traders
- Create demand and support industries manufacturing 'Made in India' commodities
- Drive growth of MSMEs in retail and wholesale trade

Digital transformation, evolving consumer behaviour, and the rapid rise of e-commerce are reshaping the trade landscape. This policy ensures that Rajasthan's traders — small and large — benefit through better credit access, digital enablement, capacity building, insurance protection, and Ease of Doing Business reforms.

3. Definitions

A. Retail Trade

Resale (without transformation) of new and used goods mainly to the general public for personal or household consumption — through shops, department stores, stalls, mail-order houses, hawkers, peddlers, consumer cooperatives, etc.

B. Wholesale Trade

Resale (without transformation) of new and used goods to retailers, industrial, commercial, institutional, or professional users, or to other wholesalers; or acting as an agent or broker in buying/selling merchandise for such persons or companies.

C. MSME Classification for Traders

As per the Ministry of MSME, retail and wholesale traders have been included under MSME classification and can register on the Udyam Registration Portal for Priority Sector Lending benefits:

Category	Investment in Plant & Machinery / Equipment	Turnover
Micro	Not more than Rs. 2.5 Crore	Not more than Rs. 10 Crore
Small	Not more than Rs. 25 Crore	Not more than Rs. 100 Crore
Medium	Not more than Rs. 125 Crore	Not more than Rs. 500 Crore
Large	Above Rs. 125 Crore	Above Rs. 500 Crore

Traders include various types of enterprises in the value chain — Street Vendors, Departmental Stores, Supermarkets, Single Brand Stores, Multi Brand Stores, etc.

4. Policy Initiatives

Six key initiatives are proposed under the Rajasthan Trade Promotion Policy 2025:

#	Initiative	Key Benefit / Amount
A	CGTMSE Credit Guarantee	State bears 50% of guarantee fee on loans up to Rs. 5 Cr. 75% credit cover without collateral 5-year benefit
B	Interest Subvention	Up to 6% on loans up to Rs. 1 Cr.; 4% on Rs. 1–2 Cr. Extra 1% for SC/ST/Women/PwBD 5-year benefit
C	Insurance Coverage	50% premium reimbursement Max Rs. 1 Lakh/year 5-year benefit Covers fire, burglary, natural calamity
D	Digital Enablement	75% reimbursement of e-commerce platform fees Max Rs. 50,000/year for 1 year
E	Capacity Building	Entrepreneurship Development Programmes via Rajasthan Vyapari Kalyan Board & RSLDC MoUs with Amazon, Flipkart, ONDC
F	Ease of Doing Business	Reform of Rajasthan Shops & Commercial Establishments Act, 1958 Regulatory rationalisation for traders

A. Credit Guarantee – CGTMSE Scheme

The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) provides guarantees for credit extended by Member Lending Institutes (MLIs) to Micro and Small Enterprises, covering Retail and Wholesale traders.

- 75% credit guarantee coverage for loans up to Rs. 10 Crores — without collateral or third-party guarantee
- State Government will bear 50% of the CGTMSE Guarantee Fee for new micro trading enterprises
- Applicable on loans up to Rs. 5 Crores
- Duration: 5 years
- Assistance disbursed as reimbursement to the borrower upon payment of guarantee fee to MLIs

B. Subsidies – Interest Subvention on Composite Loans

To support smaller enterprises with their working capital requirements, the State Government will provide interest subvention on composite loans for new micro enterprises:

Sr.	Maximum Loan Amount	Interest Subsidy
1	Loan up to Rs. 1 Crore	6%
2	Loan between Rs. 1 Crore to Rs. 2 Crore	4%

- 1% additional interest subsidy for micro enterprises owned by SC / ST / Women / Persons with Benchmark Disabilities (PwBD) — on loans between Rs. 1 Crore to Rs. 2 Crore
- Working capital component in composite loan: maximum 80%
- Duration: 5 years
- Eligible loans: taken from Financial Institutions, State Financial Institutions, or RBI-recognised Banks

C. Insurance Coverage for Retailers

To protect micro retail traders from financial loss due to damage to property and inventory:

- State reimburses 50% of the insurance premium paid
- Maximum benefit: Rs. 1 Lakh per year
- Duration: 5 years
- Coverage: loss of stock and furniture & fixtures due to fire, burglary, natural calamities (floods and earthquakes)

D. Digital Enablement

To empower small trade enterprises digitally — covering inventory management, product cataloguing, billing, and e-commerce connectivity:

- Micro category traders eligible for 75% reimbursement of e-commerce platform fees / commissions (excluding shipping fees)
- Maximum reimbursement: Rs. 50,000 per annum
- Duration: 1 year
- Objective: Synergise e-commerce with retail trade and expand market access for small traders

E. Capacity Building Initiatives

The State Government will implement dedicated Entrepreneurship Development Programmes through agencies such as Rajasthan Vyapari Kalyan Board and RSLDC:

- Business acumen and financial literacy training
- Digital adoption and e-commerce awareness
- Compliance awareness and regulatory knowledge
- Tailored training modules, mentorship support, and linkages to credit and government schemes

- Workshops & Seminars on benefits of e-commerce and online marketplace listing
- Planned MoUs with Amazon, Flipkart, and ONDC (Open Network for Digital Commerce)

F. Ease of Doing Business (EoDB)

The State Government will rationalise regulations to reduce the compliance burden on traders:

- Reforms under the Rajasthan Shops and Commercial Establishments Act, 1958
- The Act governs wages, hours of work, leave, holidays, terms of service, and other work conditions
- Department of Industries & Commerce will collaborate with the Department of Labor to ease its provisions for traders
- Objective: Encourage new investments and reduce regulatory burden in the trade sector

5. Institutional Framework for Policy Implementation

State Level Empowered Committee (SLEC)

An empowered committee will be constituted at the state level to monitor policy implementation, develop procedures and modalities, and recommend strategies for the promotion of the trade sector in Rajasthan.

Sr.	Member	Role
i.	ACS/PS (Industries & Commerce)	Chairperson
ii.	ACS/PS (Local Self Government) or representative (min. Joint Secretary level)	Member
iii.	ACS/PS (Finance) or representative (min. Joint Secretary level)	Member
iv.	ACS/PS (Skill, Employment & Entrepreneurship) or representative (min. Joint Secretary level)	Member
v.	ACS/PS (Labor) or representative (min. Joint Secretary level)	Member
vi.	Three Nominees of active trade associations (nominated by Dept. of Industries & Commerce)	Member
vii.	Commissioner (Industries & Commerce)	Member Secretary

The Department of Industries & Commerce will issue subsequent guidelines regarding the constitution of monitoring committees for initiatives proposed under this policy.

6. Policy Applicability and Validity

Applicability	All Trade Units and Enterprises within Rajasthan — including retailers in shopping malls, marts, restaurants, cinema halls, multiplexes, etc.
Exclusions	Sectors mentioned in the Negative List (see below)
Commencement	From the date of publication in the State Gazette
Valid Until	31st March 2029

Negative List – Sectors Excluded from the Policy

Sr.	Excluded Sector / Activity
1	Automobile Dealers and Wholesalers (including 2-Wheeler, 4-Wheeler and other automobiles)
2	Fuel Trading (including petroleum products distribution i.e., Petrol Pumps)
3	Liquor Trading
4	Trading of Polythene carry bags of less than 20 microns thickness
5	Sectors / activities prohibited by State / Central Government from time to time

7. Interpretation of the Policy

The Department of Industries and Commerce, Government of Rajasthan is the nodal department for coordinating, monitoring, and implementing this policy.

- All matters related to interpretation, updation, or amendment of any clause shall be referred to the Department of Industries & Commerce
- The decision of the Department of Industries & Commerce shall be final in all such matters
- The Department is empowered to launch new initiatives under the policy

8. Modalities for Execution of Initiatives

Detailed scheme guidelines, application formats, and execution modalities for all initiatives under the policy shall be released by the Department of Industries & Commerce, Government of Rajasthan in due course.

9. Policy Governance

Implementing Agency	Office of the Commissioner, Industries & Commerce, Rajasthan
Administrative Dept.	Department of Industries & Commerce, Government of Rajasthan
Oversight / Monitoring	State Level Empowered Committee (SLEC)

This summary has been prepared based on the Rajasthan Trade Promotion Policy 2025 | Published by: Department of Industries & Commerce, Government of Rajasthan