

# A Study on Awareness of International Trade Regulations among MSMEs in Pune City

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**Abstract:** *This study explores the level of awareness of international trade regulations among MSMEs in Pune City, a rapidly growing business hub in India. With increasing global trade opportunities, compliance with international regulations is critical for business sustainability and expansion. Despite the importance, MSM enterprises often face challenges due to resource constraints and limited access to regulatory knowledge. This research utilized a structured questionnaire to assess the understanding of trade regulations, including export-import procedures, customs duties, and intellectual property rights. The findings reveal that while a majority of firms are aware of basic trade regulations, significant gaps exist, particularly in understanding recent changes in customs duties and intellectual property laws. Enterprises in the manufacturing sector demonstrated higher awareness compared to service-based firms, and those with dedicated legal departments were better equipped to navigate regulatory complexities. The study concludes that targeted training programs and accessible regulatory resources are essential to bridge the knowledge gap and enhance the international competitiveness of MSMEs in Pune City.*

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