

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE

LOK SABHA
UNSTARRED QUESTION NO. 1186
ANSWERED ON 11/02/2025

DISTRICT AS EXPORT HUBS SCHEME

1186. SHRI SELVAM G
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Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the details of the Districts as Export Hubs scheme, objectives and the year of its implementation;
- (b) the details of the measures taken by the Government under this scheme to identify and promote products with export potential in each district;
- (c) whether the Government has identified the products and services with export potential in each district;
- (d) if so, the details thereof and along with the list of such products and services, District-wise;
- (e) the number of districts in the country have been successfully on boarded under the scheme;
- (f) the steps taken to increase in exports from districts identified under the scheme and the details of export growth during the last three years; and
- (g) the details of mechanisms in place to monitor the performance of districts under the Districts as Export Hubs scheme?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) to (f) The Districts as Export Hubs (DEH) initiative was launched in August 2019 with the vision that each district in India holds economic potential for exports comparable to that of a small country. This initiative was designed to foster balanced regional development across all districts of the country. The objective of DEH is to identify, brand, and promote products from each district, encouraging their sale in both domestic and international markets.

Under the Districts as Export Hubs initiative of DGFT, the export promotion activities are being decentralised to make the districts active stakeholders in boosting export growth of the identified products and services from the districts to leverage their natural competitive advantages. An institutional mechanism has been set up in all States/UTs by forming the State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) at the district level. The initiative has identified export potential in 734 districts across the country, spanning critical sectors like agriculture, toys, and GI products. District Export Action Plans (DEAP) detailing the existing bottlenecks in the supply chain and identifying possible interventions to mitigate the existing gaps for export of the above identified products and services have been prepared for 590 districts.

A list of district wise products/services with export potential identified under the initiative, (www.dgt.gov.in/CP/).

DGFT has been organizing outreach events across districts in collaboration with e-commerce partners, government stakeholders, and industry associations to provide training, capacity building, and support for businesses, MSMEs, and small-scale exporters, helping them succeed in global markets under the Districts as Export Hubs (DEH) initiative.

In Chapter 9 of the Foreign Trade Policy (FTP) 2023, facilitating cross border e-commerce exports from India has also been emphasized. In light of this, DGFT Regional Authorities have been organizing "Outreach Events" under 'Districts As Exports Hubs to promote the products/services with export potential as identified under the Initiative. In 2024, as a result of collaborations with e-commerce partners. 10 district export outreach events were held in Faridabad, Moradabad, Ludhiana, Jodhpur, Bangalore, Ahmedabad, Hyderabad, Mumbai, Jamshedpur, and Varanasi from March to June. The second phase of these outreach events has been successfully conducted in Howrah, Jaipur, Haridwar, Kanpur Nagar, Madurai, Mirzapur, Rajkot, Balasore, Jalandhar, Agra, and Meerut between October 2024 and January 2025.

DGFT in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT) has been working with the States/UTs and the districts to organize export sensitization and promotion workshops. These workshops are designed to equip stakeholders with the necessary knowledge and tools to navigate global trade. Further, various activities have been undertaken to promote and enhance the visibility of products and services identified under the ODOP and Districts as Export Hubs (DEH) initiative both within India and internationally. Efforts to promote these products at the international level include engagement with Indian Missions abroad, virtual buyer-seller meets, and participation in international exhibitions. Additionally, several such products have been included as part of gifting during the G-20

meetings held in India, which has further contributed to raising the global profile of these products.

It is submitted that the Districts as Export Hubs is an initiative and the Directorate does not maintain specific export growth data to measure the direct impact of the export promotion efforts under this initiative.

(g) As DEH has been running as an initiative the question of monitoring the performance of districts under this scheme does not arise
