

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION No. 3896
ANSWERED ON 12/08/2025

Export Potential and Support Measures for Nashik under Districts as Export Hubs

3896. SHRI RAJABHAU PARAG PRAKASH WAJE:

Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government has identified export potential and key products under the Districts as Export Hubs (DEH) initiative for all districts in the country, including Nashik district in Maharashtra;
- (b) if so, the details thereof along with the products, services and sectors identified for Nashik, such as grapes, onions, processed food and engineering goods including the support measures taken to enhance export competitiveness;
- (c) whether any district-level export promotion committees or training programmes for MSMEs and farmer producer organisations have been implemented under the 'Vocal for Local' vision, specifically benefiting exporters and producers in Nashik; and
- (d) if so, the details thereof along with the financial incentives, infrastructure upgradation or market linkages planned to further boost Nashik's contribution to India's overall export basket under the DEH framework?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री जितिन प्रसाद)

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

(a) & (b) The government has taken measures to identify export potential and promote exports from the districts under the Districts as Export Hubs Initiative. It includes identifying products and services with export potential in all districts of the country, in consultation with all

stakeholders, including states/UTs. An institutional mechanism has been established in all States/UTs, including Maharashtra, by forming the State Export Promotion Committee (SEPC) and the District Export Promotion Committee (DEPC) at the District level. Under the initiative, District Export Action Plans have been prepared for 590 districts, including that of Nashik, detailing existing bottlenecks in the supply chain and identifying possible interventions to mitigate existing gaps. The DEAPs include details about the export potential and key products identified for that district under the DEH initiative.

The products identified for Nashik district include Nashik Grapes, Paithani Sarees, Nashik Valley Wine, Raisin, Lasalgaon Onion, Electronics and Electrical components and Pharmaceuticals. A complete list of state-wise districts and corresponding products/services may be accessed www.dgft.gov.in/CP/. As part of the DEH initiative, outreach events are being organised under the Niryat Bandhu Scheme across various districts nationwide. These outreach programmes aim to facilitate handholding and sensitization support, in addition to onboarding to digital e-commerce and logistics platforms, thereby equipping exporters and MSMEs with the essential support required to effectively engage in international trade.

(c) & (d) Training programmes were held for the benefit of MSME exporters with focus on “Unlocking India’s Export Potential: Navigate Latest Schemes & Strategy & Promotion of E-COMMERCE under Niryat Bandhu Scheme”, held on March 18, 2025. Niryat Bandhu Seminar was organized in Nashik on 18 July 2025 with the theme of Cross-Border Financing Solutions and Export Incentives included discussions on unsecured post-shipment finance for Indian exporters.

The Export Promotion Mission (EPM), announced in the Union Budget 2025-26, proposes to address key bottlenecks faced by Indian exporters, especially MSMEs. It aims to strengthen access to affordable and inclusive trade finance, addressing non-financial barriers that enhance export quality and compliance with global standards, as well as provide logistics support and institutional export support. Currently, the draft EFC note of the EPM has been prepared and circulated to the relevant Ministries for their comments.

The 'Vocal for Local' initiative is part of Aspirational Blocks Programme of NITI Aayog where the progress of Aspirational Blocks on 40 Key Performance Indicators (KPIs) across sectors including indicator on “Vocal for Local” is monitored.

The One District One Product (ODOP) Initiative of DPIIT aims to foster balanced regional development across all districts of the country. The idea of ODOP is to select, brand, and promote at least One Product from each District of the country for enabling holistic growth across all regions encompassing various sectors such as textiles, agriculture, food processing,

handicrafts, and more. The ODOP Initiative has identified 1241 products from 773 districts across the country.

ODOP GeM Bazaar: The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) on 29th August 2022 with the aim of promoting nationwide sales and procurement of One District One Product (ODOP) items. Initially starting with over 210 product categories, the platform has now expanded to include more than 500 categories, enhancing the visibility and accessibility of ODOP products across the country.

DGFT Export Workshop: ODOP has partnered with DGFT to conduct export sensitization and promotion workshops, designed to empower stakeholders with essential insights, tools, and strategies for navigating global trade. These workshops are a vital step in preparing ODOP stakeholders to leverage international markets effectively and drive India's export growth.

ODOP Catalogue: A digital ODOP Gift Catalogue has been launched, featuring over 1,000 products from across India. Additionally, a directory of more than 1500 Pan India ODOP suppliers was also released.

Event/ Exhibitions (Domestic/ International): ODOP has been collaborating with Ministry of External Affairs and Indian Missions abroad for the promotion of ODOP products at global platforms. ODOP has participated in several international events including ODOP promotion and business roundtable conducted in collaboration with EoI, Kazakhstan on 27th February 2025 and The World Expo, Osaka, Sale events such as Incredible India fest in collaboration with CGI, Hong Kong held on 15th -16th March 2025, Vasant Mela hosted by EoI, China held on 22nd March 2025, Maldives Expo from 23rd – 31st May 2025, Indian Summer mela organized by EoI, Russia from 5th – 13th July 2025.

PM Gatishakti - ODOP Experiential Centre: The Experiential Centre at Pragati Maidan, New Delhi, is a curated space by DPIIT designed to showcase ODOP products from across India. Representing the rich cultural and entrepreneurial diversity of the country, this platform serves to enhance national visibility and market access for artisans and producers.

National ODOP Awards: To recognize and acknowledge the exceptional efforts made by the States/UTs, Districts, and Missions abroad in achieving economic development through the ODOP approach, the “One District One Product (ODOP) Awards” has been instituted by DPIIT in 2023.
