

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE AND INDUSTRY  
DEPARTMENT OF COMMERCE  
**LOK SABHA**  
**UNSTARRED QUESTION No. 1717**  
**ANSWERED ON 10/02/2026**

EXPORT HUBS

1717. SHRI MALVINDER SINGH KANG :

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

- (a) whether the Government has undertaken any review or assessment of the Districts as Exports Hubs initiative in semi-urban and rural clusters of the Anandpur Sahib Parliamentary Constituency to evaluate its impact on MSME exports;
- (b) the details of MSMEs from Rupnagar, Hoshiarpur, SBS Nagar and SAS Nagar (Mohali) that have availed support under the Market Access Initiative (MAI) or NIRYAT DISHA programmes during the last two financial years, district-wise;
- (c) whether the PM Gati Shakti National Master Plan has identified any logistics or connectivity gaps in the Shivalik region of Punjab affecting MSME participation in export supply chains; and
- (d) the status of implementation of the 25,600-crore Export Promotion Mission in Punjab, including outreach to first-time MSME exporters in the non-metropolitan districts?

**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) to (d) Districts as Export Hubs (DEH) is a capacity-building initiative of the Directorate General of Foreign Trade (DGFT), Department of Commerce, aimed at promoting exports, manufacturing, and employment generation at the grassroots level, including Rupnagar, Hoshiarpur, SBS Nagar and SAS Nagar (Mohali) districts in Anandpur Sahib Parliamentary Constituency.

Under the DEH initiative, export facilitation, handholding and sensitisation support, and onboarding to digital e-commerce and logistics platforms are provided, thereby equipping exporters and MSMEs with the essential support required to effectively engage in international trade through awareness programs.

An institutional mechanism has been established in all States/UTs, including Punjab, 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 (DEAP) have been prepared for Rupnagar, Hoshiarpur, SBS Nagar, and SAS Nagar (Mohali), detailing existing supply chain bottlenecks and identifying possible interventions to mitigate these gaps. The DEAPs include details about the export potential and key products identified for that district under the DEH initiative.

The products identified for the districts include:

- Hoshiarpur - Textiles, Tractor and Parts Thereof, Honey, Potato
- Roopnagar - Pharmaceuticals
- Sahibzada Ajit Singh Nagar - Pharmaceuticals & IT Sector, Engineering Goods and Pharmaceuticals, Textiles
- Shaheed Bhagat Singh Nagar - Pulses, Rice, Potato

PM Gati Shakti – National Master Plan (NMP) is an initiative to deliver integrated, multimodal, and technology-enabled infrastructure planning across the country. It aims to break departmental silos by bringing together multiple Ministries, such as Railways, Road Transport & Highways, Civil Aviation, Shipping, and State Governments, including Punjab, onto a unified digital planning platform to enable coordinated execution of infrastructure projects.

The Government approved the Scheme for Export Promotion Mission (EPM) for the period FY 2025–26 to FY 2030–31 on November 12, 2025, aimed at strengthening India's export competitiveness and supporting exporters in global markets, particularly MSMEs. The EPM shall operate through two integrated sub-schemes:

- i. NIRYAT PROTSAHAN, focused on improving access to trade finance through instruments such as interest subvention, export factoring, collateral guarantee for export credit, credit for e-commerce exporters, and credit enhancement support for export diversification; and
- ii. NIRYAT DISHA, focused on other trade enablers, including export quality and compliance support, international branding and packaging, market access initiatives, export logistics & warehousing, and trade intelligence.

EPM would support exporters of all regions, including Punjab.

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