

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA

UNSTARRED QUESTION No.1462

ANSWERED ON 28/07/2026

PRODUCTS UNDER DEH

1462. SMT. SANGEETA KUMARI SINGH DEO

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

- (a) the details of products identified under the Districts as Export Hubs (DEH) and One District One Product (ODOP) initiatives for Balangir and Subarnapur districts, along with the status of implementation of the respective District Export Action Plans as on 31 March 2025;
- (b) the details of financial assistance, capacity-building programmes and export promotion activities undertaken in Balangir and Subarnapur during the financial years 2020-21 to 2024-25;
- (c) whether the Government has assessed the export potential of handloom, handicrafts, agro-based products and forest produce from the two districts and if so, the details thereof;
- (d) the measures taken during 2025-26 to enhance exports, improve market access and strengthen logistics support for exporters in Balangir and Subarnapur; and
- (e) whether the DEH initiative integrates district export planning with ODOP to promote district-specific export growth and if so, the details thereof?

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 (e) Under the Districts as Export Hubs (DEH) and One District One Product (ODOP) initiatives, the specific products identified for export promotion are Onion and Cotton for Balangir district, and Bomkei Saree and Fabric along with Terracotta for Subarnapur (Sonapur) district. Following this identification, draft District Export Action Plans (DEAPs) for both of these districts have been prepared to outline the required interventions.

The Districts as Export Hubs initiative is a collaborative and facilitative framework. It does not carry a separate financial outlay or provide direct financial assistance to districts or exporters. Its objective is to bring Central Ministries/Departments, State Governments, District Administrations and district-level stakeholders onto a common platform through the District Export Promotion Committee (DEPC), so that export

bottlenecks identified at the grassroots are addressed by leveraging ongoing schemes of the Central and State Governments and by promoting convergence among them. The DEH initiative is fully integrated with the ODOP scheme under the Foreign Trade Policy (FTP) 2023. As per Paragraph 3.2 of the FTP, the DEAPs specifically prioritize district-specific ODOP and Geographical Indication (GI) tagged products to provide focused, end-to-end support spanning quality certification, branding, logistics, and global market access.

As part of DEH initiative, financial assistance, capacity-building programs and export promotion activities relating to quality certification, testing, branding, packaging, e-commerce exports and international market access are extended through the ongoing schemes and programs of the concerned Central Ministries/ Departments, Export Promotion Councils, Commodity Boards and State Governments.

To enhance exports and strengthen logistics during 2025-26, institutional mechanisms at the grassroots level are being utilized. The District Export Promotion Committee (DEPC) for Subarnapur was formally notified on July 9, 2020. Coordinated by the Nodal DGFT Regional Authority in Kolkata, these committees work alongside the State Export Promotion Committee (SEPC) and partner agencies to resolve operational bottlenecks and facilitate international buyer linkages.

The export potential of local sectors—including handloom, handicrafts, agro-based products, and forest produce—is systematically evaluated during the preparation of the DEAPs.
