

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION NO. 1473
ANSWERED ON 28/07/2026

PROMOTING EXPORTS FROM WARANGAL DISTRICT

1473. DR. KADIYAM KAVYA

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

- (a) the steps taken by the Government to promote exports of handloom and textile products, agricultural produce and processed food products from Warangal district during the last three years;
- (b) the details of export promotion assistance, including financial assistance, market development support, capacity building, quality certification, branding and participation in domestic and international trade fairs, extended to exporters and producer organisations in Warangal district during the said period; and
- (c) the details of export performance of the said sectors from Warangal district during the last three years, along with the measures taken to enhance export competitiveness and facilitate access to international markets?

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) Government accords high priority to export promotion from all districts of the country, including Warangal district, through comprehensive measures, including:

Export Promotion Mission (EPM): approved by the Union Cabinet on November 12, 2025 with the objective of strengthening India's export competitiveness and providing targeted support to exporters in global markets, and a total outlay of ₹25,060 crore for the period FY 2025-26 to FY 2030-31. EPM is anchored in a collaborative framework involving the Department of Commerce, Ministry of MSME, Ministry of Finance, and other key stakeholders, including Financial Institutions, Export Promotion Councils, Commodity Boards, industry associations, and State Governments.

It operates through two integrated sub-schemes, Niryat Prothshahan, focused on improving access to trade finance through instruments such as interest subvention, export factoring, collateral guarantees for export credit, credit guarantee for e-commerce exporters, and credit enhancement support; and Niryat Disha, focused on other trade enablers such as export quality and compliance support, international branding and packaging, market access initiatives, export logistics & warehousing, and trade intelligence.

Districts as Export Hubs (DEH) initiative: The Government has taken measures to identify export potential and promote exports from the districts under this initiative. It includes identifying products and services with export potential in all districts of the country, in consultation with all stakeholders, including States/UTs.

In order to facilitate grassroots export growth and resolve structural bottlenecks, an institutional framework has been established at two levels: State Export Promotion Committees (SEPCs) at the State level, and District Export Promotion Committees (DEPCs) at the district level.

The core operational mechanism of this initiative relies on the District Export Action Plans (DEAPs), which are prepared and implemented by the DEPCs in collaboration with Central, State, and District stakeholders. These plans:

- Identify key products and services with export potential for each district.
- Outline necessary interventions and identify support required by local industry from the production stage through to the exporting stage.
- Detail specific supply chain bottlenecks and propose targeted mitigation strategies.
- Undergo thorough deliberation by various stakeholders before being formally adopted by the respective DEPC.

As part of DEH framework - export-potential products and services have been identified across 734 districts; SEPCs and DEPCs have been successfully constituted in all 36 States and Union Territories; and DEAPs have been prepared for 713 districts, out of which 249 have been formally deliberated and adopted by their respective DEPCs. Under the Districts as Export Hubs (DEH) initiative, Warangal Rural and Warangal Urban districts have identified Textiles, Warangal Durries, Garments, Mango, Rice and Maize as products with export potential.

Further, Ministry of Textiles through Office of the Development Commissioner for Handlooms is implementing the 'Handloom Marketing Assistance', a component of National Handloom Development Programme across the country including the Warangal district of Telangana to develop and promote marketing channels in domestic and export markets in a holistic and integrated manner to bring greater visibility to the sector and ensure commensurate remuneration to weavers.

Expos are organized including participation in various crafts melas and Dilli Haat programme etc., to provide the marketing platforms to the handloom agencies/weavers of the country including weavers of Warangal district of Telangana to sell their products directly to the customers. Also, an e-commerce portal (<https://www.indiahandmade.com/>) has been launched to support the handloom sector for online marketing of handloom products.

In addition, for export promotion of handlooms, financial assistance are provided for participation of handloom exporters/weavers of pan India including Warangal district of Telangana State in various International marketing events/fairs i.e. International Trade Fair, Buyer Seller Meet, Reverse Buyer Seller Meet, Big Ticket events, Bharat Tex, are organized through Handloom Export Promotion Council (HEPC).

‘India Handloom’ brand (IHB) has been launched on the occasion of First National Handloom day on August 07, 2015 with the objective to promote production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. The Salient Features include: 100% Handloom products, made of 100% Natural fibres, assured Fast Colours, Skin Friendly Dyes and Socially Compliant.

Further, ‘Handloom Mark’ scheme has already been under implementation across the country since 2006, including Warangal district of Telangana which serves as a guarantee to the buyers that the handloom products being purchased are genuinely hand-woven.
