

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION No. 1572
ANSWERED ON 28/07/2026

DISTRICT EXPORT ACTION PLANS

1572. SHRI. VISHNU DATT SHARMA

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

- (a) whether District Export Action Plans have been prepared and implemented for Katni, Panna and Khajuraho under the Districts as Export Hubs initiative;
- (b) the products identified for export promotion and the assistance provided for quality certification, branding, packaging, testing, e-commerce exports and international market access during the last three years, district-wise;
- (c) whether any gaps in logistics, warehousing, export facilitation, buyer connectivity or MSME export readiness have been identified and if so, the action taken thereon;
- (d) whether local FPOs, SHGs, artisans and MSMEs have been integrated into export value chains and if so, the details thereof; and
- (e) the measures proposed to develop a sustainable district export eco-system generating employment by linking agriculture, forest produce, minerals, handicrafts and tourism with domestic and global 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) Under the Districts as Export Hubs (DEH) initiative, District Export Action Plans (DEAPs) are prepared at the district level, effectively subsuming all urban centres and towns within that jurisdiction. Accordingly, DEAPs have been formulated and adopted for all 52 districts in Madhya Pradesh, including Katni, Panna, and Chhatarpur (which covers Khajuraho). These DEAPs are periodically reviewed by District Export Promotion Committees (DEPCs) to align with evolving global demand and district-specific production strengths.

The specific products identified and prioritized for export promotion in these districts are Bricks and Artificial Jewellery for Katni; Crafts and Indian Gooseberry (Amla) for Panna; and Handmade Crafts for Chhatarpur (Khajuraho).

The DEH initiative operates as a robust collaborative framework that actively converges various ongoing schemes of the Central and State Governments to provide comprehensive support and resolve grassroots export bottlenecks.

To assist with quality certification, branding, packaging, and international market access, the DEPC acts as a single-window facilitator. Exporters in these districts receive assistance through major operational schemes of the Directorate General of Foreign Trade (DGFT), such as the Export Promotion of Capital Goods (EPCG) Scheme for technology upgradation, Advance Authorisation (AA) for duty-free input imports, and the Remission of Duties and Taxes on Exported Products (RoDTEP) Scheme.

Furthermore, the Export Promotion Mission (EPM) systematically strengthens export competitiveness, particularly for Micro, Small and Medium Enterprises (MSMEs), through two integrated sub-schemes: Niryat Protsahan and Niryat Disha.

Niryat Protsahan facilitates affordable trade finance using instruments such as interest subvention, collateral guarantees, and export factoring. Concurrently, Niryat Disha enhances market readiness by providing support for export quality and technical compliance, international branding, packaging, participation in trade fairs, and export warehousing. With this mandate, the India Brand Equity Foundation (IBEF) and the Quality Council of India (QCI) have been engaged in developing the unified Brand India Framework.

Gaps in logistics, warehousing, and export readiness are systematically identified through the consultative DEAP formulation process. Consequently, the DEPC integrates local Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), artisan clusters, and MSMEs into the export value chain by mapping their products to the district's priority basket and linking them with relevant buyers and financial service providers.

For the development of a sustainable export ecosystem, the DGFT has partnered with agencies such as the Export Credit Guarantee Corporation (ECGC), Export-Import Bank of India (EXIM Bank), Small Industries Development Bank of India (SIDBI), Central Board of Indirect Taxes and Customs (CBIC), and India Post. Infrastructure gaps—including cold-chain facilities and freight support—have been addressed through scheme convergence. DGFT is also working with Amazon, FedEx, Delhivery, DHL, etc., to carry out capacity building programs for exporters to onboard them as e-Commerce exporters. Further, awareness programmes are being undertaken in collaboration with the Department of Posts regarding the procedures and facilities available under Dak Ghar Niryat Kendras (DNKs), with a view to enabling exporters, particularly those located in remote and rural areas, to undertake exports through the e-commerce route.

Exporter onboarding drives are also being conducted in association with the Agricultural and Processed Food Products Export Development Authority (APEDA) and the Marine Products Export Development Authority (MPEDA). These initiatives are aimed at facilitating small exporters, Farmer Producer Organisations (FPOs) and Self-Help Groups (SHGs) in overcoming entry barriers and accessing international markets directly.
